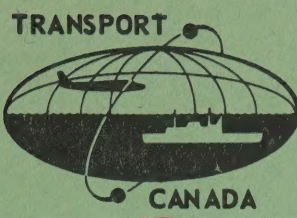




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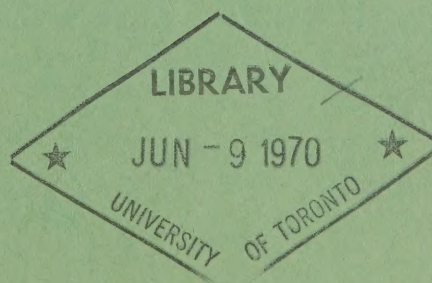


Transportation policy and research branch

General publications

[6-2]

**A Report on the  
Inter-City Motor Coach Industry  
In Canada**







PREFACE

THE INTER-CITY  
MOTOR COACH INDUSTRY  
IN CANADA

By

Derek Scrafton

and

Susan van Steenburgh

A report on the operations of the bus and coach industry in Canada, to outline the characteristics of the industry and describe the inter-city and other services provided.

Transportation Policy and Research Branch

MINISTRY OF TRANSPORT

OTTAWA

CANADA

APRIL, 1970







## PREFACE

This report was prepared by the Transportation Policy and Research Branch of the Ministry of Transport and is based on studies carried out by Sue van Steenburgh (1969) and Derek Scrafton (1967/68). Unfortunately, in compiling a report on a topic as flexible as the bus industry, the facts are only valid at the time of writing, and readers are cautioned that changes are continually taking place in fleet make-up, frequency of services, corporate structure and so on.

The rate of change in the inter-city bus industry is illustrated by the revisions which have taken place in the Provincial Transport group, and by Greyhound's acquisition of the Coachways System. The authors considered revision of the Greyhound sections of the paper, to include Coachways within the Greyhound organization. However, as the development and characteristics of the Coachways System were so distinctive and the company played such a significant role in the Canadian passenger transport industry for many years, the paper as presented describes the situation existing prior to the take-over.

The authors wish to express their thanks for the encouragement, counsel and criticism provided by many individuals in the bus industry and regulatory agencies. Without the co-operation of officials of the following bodies the report could not have been written in this form:

a) The Professional Associations:

1. Canadian Motor Coach Association
2. Ontario Motor Coach Association
3. Quebec Motor Coach Association
4. Western Canada Motor Coach Association





## b) Bus Companies:

1. Vancouver Island Coach Lines, Ltd.
2. Canada Coach Lines Ltd.
3. Coachways System
4. Gray Coach Lines Ltd.
5. Grey Goose Bus Lines Limited
6. Greyhound Lines of Canada, Ltd.
7. Murray Hill Enterprises
8. Pacific Stage Lines, Ltd.
9. Saskatchewan Transportation Company
10. Trail Bus Lines
11. Vancouver Island Coach Lines, Ltd.
12. Voyageur Colonial Ltd.
13. Voyageur Provincial Inc.
14. Acadian Lines Ltd.

## c) Government Agencies:

1. Canadian Transport Commission
2. Dominion Bureau of Statistics
3. B.C. Superintendent of Motor Carriers
4. Alberta : Highway Traffic Board
5. Saskatchewan : Highway Traffic Board
6. Manitoba : Motor Transport Board
7. Ontario : Department of Transport
8. Quebec : Transportation Board
9. New Brunswick : Motor Carrier Board
10. Prince Edward Island : Public Utilities Commission
11. Nova Scotia : Board of Commissioners of  
Public Utilities
12. Newfoundland : Board of Commissioners of  
Public Utilities

Thanks are especially due to D.P. Anton, for permission to use his paper for a chapter on the future of the bus industry, to Judy Goodwin for typing the numerous drafts, to the MOT Printing Services staff, and to the officials of the Colonial terminal in Ottawa who provided the authors with a ready source of data and information.

Derek Scrafton  
Sue van Steenburgh  
Transportation Policy  
And Research Branch  
Ministry of Transport

Ottawa, April 30, 1970





# CONTENTS

	<u>page</u>
List of Maps and Diagrams	(iv)
List of Illustrations	(v)
Chapter I : General Outline	1
Greyhound Lines of Canada	8
Chapter II : British Columbia	19
Vancouver Island Coach Lines	22
Pacific Stage Lines	28
Chapter III : Alberta	34
Coachways System	35
A Recent Change in Western Canada	42
Chapter IV : Saskatchewan	43
Saskatchewan Transportation Company	45
Chapter V : Manitoba	52
Grey Goose Bus Lines	54
Chapter VI : Ontario	59
Voyageur Colonial	69
Chapter VII : Quebec	76
Voyageur Provincial	83
Chapter VIII : New Brunswick	90
Chapter IX : Prince Edward Island	94
Chapter X : Nova Scotia	96
Acadian Lines	98
Chapter XI : Newfoundland	104
Chapter XII : Regulation of the Industry and the Role of the Associations	108
Chapter XIII : The Future of the Bus Industry	113

CONTENTS

Page

(iv)

(v)

1

5

19

25

28

34

36

42

43

45

52

54

59

69

76

83

90

94

98

98

104

106

108

113

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LIST OF MAPS AND DIAGRAMS

	<u>Following page</u>
1. Greyhound Lines of Canada Ltd.	10
2. British Columbia : Other Operators	20
3. British Columbia : Vancouver Island Coach Lines, Ltd.	22
4. British Columbia : Pacific Stage Lines	28
5. Alberta : Other Operators	34
6. Alberta : Coachways System	36
7. Saskatchewan : Other Operators	43
8. Saskatchewan : Saskatchewan Transportation Company	46
9. Manitoba : Other Operators	52
10. Manitoba : Grey Goose Lines Ltd.	54
11. Southern Ontario : Large Companies	60
12. Ontario : Other Operators	66
13. Ontario : Voyageur Colonial	69
14. Quebec : Large Companies	77
15. Montreal : Outer Suburban Operators	78
16. Quebec : Other Operators	81
17. New Brunswick	91
18. Prince Edward Island	94
19. Nova Scotia	97
20. Newfoundland	105





LIST OF ILLUSTRATIONS

	<u>Following page</u>
1. Motor Coach Industries models MC-6, MC-7 and MC-5A	13
2. Motor Coach Industries model MC-7	14
3. Motor Coach Industries model MC-6	14
4. Motor Coach Industries model MC-5A	17
5. Western Flyer Canuck 500	48
6. Western Flyer Canuck 600	56
7. General Motors PD - 49C3	73
8. General Motors PD - 4903	87





## CHAPTER I

### GENERAL OUTLINE

This review of the inter-city and rural passenger Motor Coach Industry in Canada is the result of two years' research in the Transportation Policy and Research Branch of the Department of Transport. It is intended as a document for use by those who are not members of the industry but may have to make decisions affecting motor carriers for passengers. At the same time it will provide the bus companies, who have provided much of the raw material for this work, with an outline of the industry in other parts of Canada.

As the Government of Canada has jurisdiction over extra-provincial motor vehicle transport, it is the extra-provincial part of the industry which is considered in greatest detail in the report. However, the importance of the many intra-provincial operations and the complication of intra-provincial regular route operators running extra-provincial charters means the complete segregation of the extra-provincial and intra-provincial operations would limit the value of the report. As a result, the study covers the whole of the inter-city and rural highway bus industry. Excluded are school buses, local transit operations and airport bus services.

There is no intention in this report to duplicate material available in other sources such as the DBS publication 'Passenger Bus Statistics'; it is suggested that such information will be used by readers to supplement the information contained herein.





## The Structure of the Bus Industry

Because of the relatively recent emergence of bus transport, after the boundaries of the provinces in mainland Canada had been determined, the bus industry has a marked regional structure. Each province is dominated by one or two bus companies and even in Quebec and Ontario, where large numbers of carriers still remain, a few dominate. In all, there are 819 companies operating in Canada; they can be broadly classified into three groups: large companies, intermediate regional companies, and small rural operations. In addition, there are a number of United States' carriers operating regular route and charter service into Canada.

1. Large Companies This group corresponds roughly to the DBS Class I carriers i.e. with gross operating revenues of \$100,000 or more. There are 80 such carriers in Canada of whom 63 reported to DBS in 1967. Several of these companies, although distinct operating units, belong to financial groups or holding companies e.g. the largest Canadian owner is Provincial Transport Enterprises Inc. which controls four inter-city operations and two terminals (Montreal, Quebec City). The largest single company in the country is Greyhound Lines of Canada Limited, which, in addition to its own operations in Western Canada, also controls three other Class I companies. In Western Canada, the International Utilities Corporation controls a large regional bus operator in British Columbia: Vancouver Island Coach Lines; similarly, in the Maritime Provinces, SMT Eastern and its subsidiary, Island Motor Transport, are part of the Irving group of companies. Other examples of such groups will be described in the following chapters.





Although most of the regional operators belong in the second group, some of them are large enough to be Class I carriers e.g. Saskatchewan Transportation Company, Acadian Lines Ltd., Manitoba Motor Transit Limited.

2. Intermediate Regional Companies      Ninety-eight operators in Canada provide service from large towns and other hinterlands, usually terminating at smaller urban centres. This corresponds roughly to the DBS Class II i.e. gross operating revenues in the \$20,000 to \$99,999 range; 42 reported to DBS in 1968. It should be noted that some companies in this group are subsidiaries of the major bus lines, while some companies, whose area served is relatively small, show fleet and operating affinities with those carriers which, by virtue of their higher revenues, are classified in the large companies group.

Examples of regional companies are Webb Bus Lines and Eagle Bus Lines in Manitoba, both running services out of Winnipeg, the former to Russell and Alonsa and the latter to West Hawk Lake and St. Anne. Similarly, a group of small regional companies supplement Saskatchewan Transportation Company in that province e.g. Western Trailways (Saskatoon to Eatonia) and Moose Mountain Lines (Regina to Maryfield, Regina to Bengough).

3. Small Rural Operators      Many areas which cannot support a regular bus service operated by a larger company are served by individuals using second-hand buses, modified school bus equipment, or even a station wagon. Although these routes would not be economically viable for a company, the revenue is enough to sustain, and even provide a good living for, a one-man operation geared to



the area's requirements. As well as providing bus service, the operator can give a personal package, grocery and newspaper delivery service. The reason that a small operator can survive is that he does not have as large an overhead as a company e.g. no proper terminal facilities. He may buy his equipment second-hand from a local regional company with whom he very often began his bus career. Some good examples of small rural operations are seen in Nova Scotia e.g. Trail Bus Lines (New Glasgow to Amherst).

Because of the regional nature of the industry the description which follows is based on provinces. After the introduction and historical outline, each subsequent chapter describes the industry in each province, working eastwards from British Columbia to Newfoundland. The account of the structure and characteristics of the industry in each province is supplemented by a sample company from that province,<sup>1</sup> thus giving an indication of the specific problems and operating characteristics resulting from localization. Maps are included to supplement the text where necessary.

### Historical Outline

Road passenger transport as a major carrier suffered a fifty year lull between the end of the stagecoach in the early 1870's and the development of the modern bus industry in the 1920's. The earliest motor coaches were simply ordinary passenger cars carrying six or seven people, but very soon true buses were designed and produced by vehicle manufacturers; the earliest types seated 21

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<sup>1</sup> Except that the chapters on New Brunswick, Prince Edward Island and Newfoundland are self-contained and no sample company is identified.





to 26 passengers. With the growth of road transport in the 1920's, large numbers of operators spread to serve many communities - inter-city services developed and provided competition for the railways, while many local off-railway line communities were provided with modern public transport for the first time. As the potential of the bus business became apparent, competitive services developed so that the second half of the 1920's was a period when bus services were provided by many relatively small companies, often resulting in fare and service wars in the more densely populated areas.

In the 'thirties the depression and new regulation of motor carriers together caused a reduction in the number of operators, with merger of the more successful organizations into larger companies, the inefficient and fly-by-night disappearing completely. The historical outlines of the sample companies indicate that this was a general trend across Canada. Although improved constructional techniques in the 1930's meant better buses with longer life potential and more riding qualities, the passenger capacity increased only slightly, so that by 1940, 32 passengers per bus was the norm.

The 1940's were marked by consolidation of the larger companies by acquisition of other operations and extension of their own routes and, by the end of 1946, the regional nature of the industry, so apparent in 1969, was established. The seating capacity of highway buses was increased to 37 at the same time, but the big break-through in capacity came with the development of the split-level Scenicruiser General Motors Coach, introduced in 1953. This model, however, found only limited use in Canada, due to poor





highways and provincial size and weight regulations. Also developed in the 1950's was the parcel express side of the industry; for many companies, large and small, package express revenues turn what might otherwise be a marginal operation into a profitable business. The charter and all-inclusive tour side of the bus industry has also expanded considerably since the end of the Second World War, mainly due to more luxurious equipment becoming available.

With the growth of private car ownership the number of passengers carried on public passenger road transport declined gradually in the 20 years following the war to about 67,000,000 in 1967. However, the impact of the private car has not been as great on the inter-city and rural bus industry as on local transit. Moreover, the growth of domestic air services has had the effect of reducing inter-city rail passenger service to such an extent that between many cities the bus service remains the only reasonable alternative to air travel. The reduction of rail service has combined with the completion of the Trans-Canada Highway and improved design of highway buses to rejuvenate the inter-city bus industry; parcel express traffic has similarly sustained the smaller passenger carriers. Thus, in 1969 the bus industry is passing through a healthy stage in its history.

Whether the growth of the industry noted in the 1960's will continue in the 1970's depends upon the ability of the bus industry to compete with new developments in rail transport such as the turbotrain, and with cheap air travel. Certainly all pointers in 1969 such as the new and larger buses with increased seating



and baggage capacity suggest that the inter-city bus industry will continue to flourish. Although there will always be the need for public road transport in rural areas for certain people - children, the aged and infirm - the continued existence of the service will depend upon the ability of the communities to sustain the service either by fares or subsidies and on the availability of individuals who are prepared to provide it.

### Regulation of the Bus Industry

Regulation of the bus industry was introduced in most Canadian provinces in the 1920's as a result of the proliferation of competing companies e.g. in Ontario the Public Vehicles Act was passed in 1923. Regulation of all passenger carriers under various provincial acts continued until 1954, after which year all extra-provincial licences were issued under the federal Motor Vehicle Transport Act. Intra-provincial licences are issued by the provincial regulatory boards under the following Acts:

Newfoundland	Motor Carrier Act
Prince Edward Island	Motor Carrier Act
Nova Scotia	Motor Carrier Act
New Brunswick	Motor Carrier Act
Quebec	Transportation Board Act
Ontario	Public Vehicles Act
Manitoba	Highway Traffic Act
Saskatchewan	The Vehicles Act
Alberta	Public Service Vehicles Act
British Columbia	Motor Carrier Act

The form of bus licencing varies from province to province because of slight variations in the provincial regulations e.g. Prince Edward Island licences all regular route operations in the province, and charter operations within and out of the province; all charters from the mainland are free to run onto the Island.





In contrast British Columbia licenses all regular route and charter operations in the province, whether the operation is domiciled in B.C. or elsewhere. It should be noted that some regional operations are Provincial Crown Corporations and are therefore exempt from provincial regulation.

With the passage of the National Transportation Act in 1967 direct federal regulation of motor carriers became a possibility under Part III. Direct federal regulation will probably have little impact on the operations of the industry in general as the pattern of the inter-city operators has developed in response to a demand for service over forty years. However, acquisition of licenses by federal carriers should be much simpler than heretofore.

Although most of the bus companies in Canada are regional in nature, Greyhound Lines of Canada Limited is the exception as it is a trans-continental operator. In addition there are services of the U.S. parent, Greyhound Lines Inc., operating into Canada. Therefore, instead of describing Greyhound as a sample company in the Alberta chapter (it is Calgary based), it is described in the section immediately following.

#### GREYHOUND LINES OF CANADA, LTD.

Greyhound Lines of Canada Ltd. is both an operator and a holding company; its best known operation is the 2,600 mile trans-continental run from North Bay to Vancouver. Greyhound is the largest single operator in Canada in terms of route mileage, area served and revenues. Wholly owned subsidiaries of Greyhound Lines





of Canada are Eastern Canadian Greyhound Lines, Brewster Transportation Ltd., the Coachways System and Motor Coach Industries Ltd.

Greyhound Lines of Canada is effectively an independent company within the Greyhound group, having a separate board of directors. Operationally, it acts as a division of Greyhound; the other three divisions are Greyhound Lines-East, Southern Kansas Greyhound Lines and Greyhound Lines-West. Each division is an accountable unit to the Greyhound headquarters in Chicago, so pooling of vehicles is carried on between divisions.

In addition to Greyhound Lines of Canada and Eastern Canadian Greyhound, Greyhound Lines-East and Greyhound Lines-West both operate in Canada. Hereinafter the term Greyhound is used to indicate Greyhound Lines of Canada.

Greyhound is a large, inter-provincial company operating out of Calgary, Alberta, westwards into British Columbia and eastwards to Ontario with charter operations all over Canada and to the U.S. Eastern Canadian Greyhound operates in Ontario, while Brewster's is a sight-seeing, tour and charter operation based in Banff. The recent acquisition of Coachways System by Greyhound has added a new northern arm to the company's activities. However, these services are not described below and appear under the Coachways heading in Chapter III (see p. 35 et seq.).

#### A. Services

Greyhound routes are mainly intercity (including pool runs) with schedules designed to serve both the local passenger and the long haul. These are supplemented by a series of alternative route and link services plus a few local operations. Some of the latter are leased to other operators e.g. Manitoba Motor Transit: Winnipeg-Reston and Brandon-Melita; and Webb Bus Lines: Winnipeg-Alonsa



and Winnipeg-Rossburn-Russell.

### Inter-City Services

The main Greyhound service<sup>2</sup> is the 2,687 miles of Trans-Canada Highway from North Bay to Vancouver, via Sudbury, Sault Ste. Marie, Fort William, Winnipeg, Regina, Calgary and Kamloops. However, the route to Sudbury is mainly operated by Colonial under pooling arrangements and the main Greyhound run is from Toronto to Calgary and Vancouver under a pool arrangement with Gray Coach Lines. Services on this trans-continental run are a mixture of through trips and supplementary local services, the former varying considerably with the seasons but the latter remaining much the same throughout the year.

The daily westward service in summer 1969, which will serve as an example of through trips, consisted of 3 Toronto-Calgary, 1 Toronto-Winnipeg, 1 Montreal-Calgary and 1 Montreal-Edmonton services. In winter the through Montreal runs are eliminated and the service becomes 2 Toronto-Calgary services daily, supplemented by 2 trips from Winnipeg to Calgary. It will be noted that the western terminus of most runs is Calgary, the trip over the Rockies to Vancouver being operated as a separate "wing". This break is made because Greyhound's main base is in Calgary and scheduling with a break in that city fits operational and maintenance requirements.

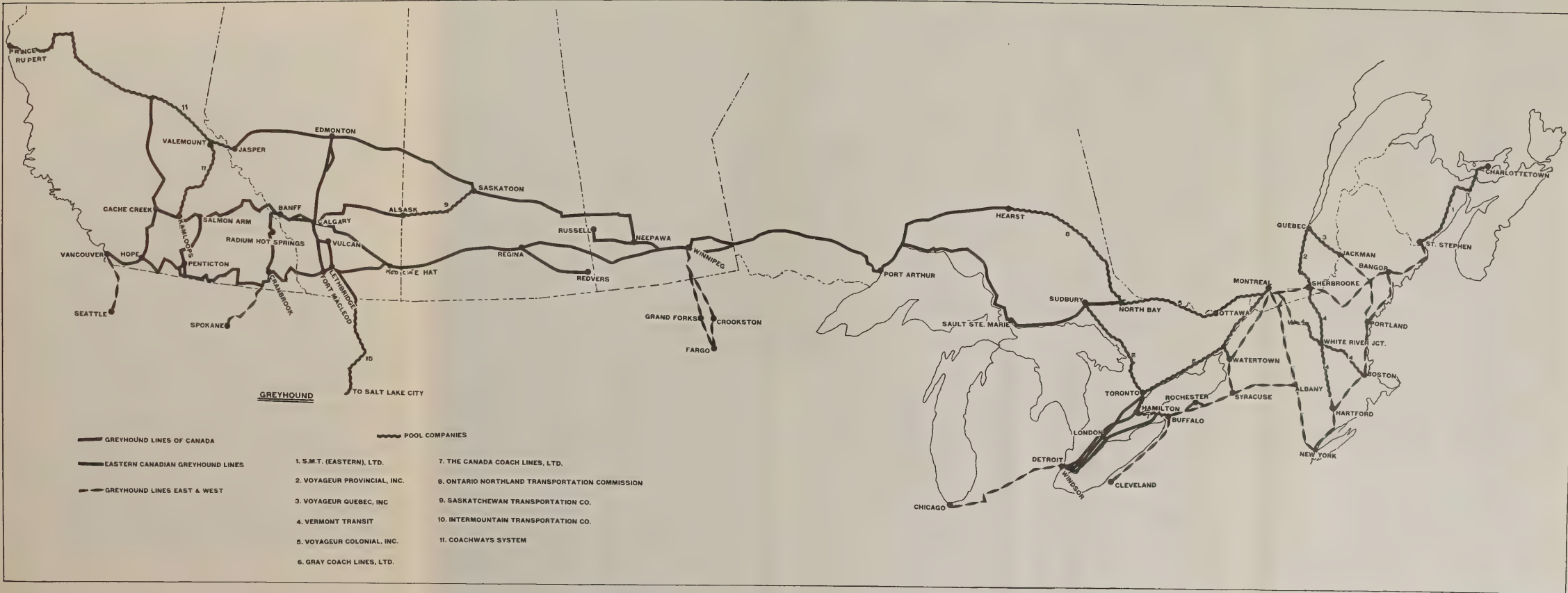
West from Calgary there are 7 runs daily to Vancouver. Four (6 in the summer) operate via the Trans-Canada Highway; of these 3 follow that route closely while the fourth branches off into the Okanagan Valley, using a link route which connects the Trans-Canada

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<sup>2</sup> Reference to service throughout this paper is service in one direction only. Unless otherwise stated, the service in the opposite direction is the same.









service (at Revelstoke, Salmon Arm or Kamloops) to the southern B.C. service at Penticton. The southern B.C. service extends from Medicine Hat (Alta.) via Lethbridge, Fort Macleod, Yahk Jct. and Penticton to Vancouver. All Vancouver services making use of this road are through trips from Calgary: 2 run via Fort Macleod (one of these using the Richter Pass, by-passing Penticton) 1 goes by way of Radium Hot Springs (summer only) and 1 operates through the Rogers Pass and the Okanagan as noted above. All other services are local (see below).

Other inter-city services in Western Canada are those from Calgary to Edmonton (including through trips to Vancouver as noted above), Calgary-Saskatoon, Edmonton-Saskatoon-Winnipeg, and Prince George to Vancouver. Between Calgary and Edmonton there are 7 non-stop trips daily, as well as 1 stopping only at Red Deer, 3 semi-express stopping in at major towns, and 1 local trip. The non-stop trips take just over 3 hours for the 188 mile run. From Winnipeg to Edmonton there are 2 through buses daily, (one extended to Montreal in the summer only) while short trip services on this route include 1 from Winnipeg to Dauphin and 1 from Edmonton to Vegreville. The Calgary to Saskatoon once daily service is a pool run with Saskatchewan Transportation Co., and in addition to the through service there is 1 short trip daily from Calgary to Alask. From Prince George to Vancouver there is 1 through journey daily; other trips are operated as through services to Edmonton (1) and to Prince Rupert (1) under a pooling agreement with Coachways System.

In the east two inter-city services are operated by Eastern Canadian Greyhound; Toronto-Detroit and Buffalo-Detroit. The service





from Toronto consists of one non-stop trip (summer only), three express trips ( five in summer ) serving London, Windsor, and, on odd trips, Chatham and Woodstock, and two local trips daily. Two more express trips run by way of Hamilton. In addition, there is a short trip from Toronto to London, supplemented at weekends, and increased to three times daily in summer. The Toronto-Detroit route is the centre leg of a pool from Montreal to Chicago, with Colonial and Greyhound Lines-East, two of the express trips being through runs between these two cities; other pool trips include Toronto-Miami and Toronto-Chicago. Both Buffalo and Detroit are in Greyhound East territory, Eastern Canadian territory officially extending from Niagara Falls, Ontario to Windsor; 1 stopping coach runs daily through from Buffalo to Detroit, as does a summer only non-stop express which is a through Buffalo-Chicago pool service.

## 2. Duplicate Services

The inter-city routes above also have a local service superimposed upon them, where the long through services are unsuitable for local needs or the volume of traffic is high enough to justify additional local service. Some of these duplicate services have been described above but there are many others.

The long Sudbury-Vancouver route has several 'short runs', some utilising alternative routes to serve points off the Trans-Canada Highway e.g. Kenora-Winnipeg via Whitemouth (once daily), Calgary to Banff via the old highway 1A (once daily). Other runs are along the same route e.g. Sudbury to Sault Ste. Marie (twice daily), Winnipeg-Brandon (once daily). Similar services



can be found on the link and alternative routes in Western Canada e.g. Taber to Lethbridge to Fort Macleod, Osoyoos to Penticton.

### 3. Regional Services

In contrast to most other Canadian bus and coach operators Greyhound has few regional services as the operation is essentially an inter-city one. In Manitoba some routes are leased out, and in Saskatchewan many former Greyhound routes were incorporated in Saskatchewan Transportation Company in 1946. The following are the remaining Greyhound regional services:

South from Calgary to Lethbridge: three trips daily via Fort Macleod and one via Vulcan. One trip is extended to Coutts, Alta., providing connections through Sweetgrass, Montana by Intermountain Transportation Co. to Salt Lake City. In addition a summer service runs from Banff to Calgary then via Fort Macleod to Waterton Lakes. Also in Alberta, there is a daily service from Edmonton to Jasper, which, with the opening of the new Yellowhead Highway, was incorporated in the new pool route from Edmonton to Vancouver (with Coachways) and which also gives connections via the new Red Pass route to Prince George and Prince Rupert.

Two other routes are inter-provincial in the summer only: Regina to Redvers via Stoughton (extending to Virden in summer) and Russell to Winnipeg (from Yorkton in July and August).

Within Ontario, another route stretches from Hearst to Port Arthur, feeding into the Trans-Canada Highway service at Nipigon; it is operated jointly by Greyhound and Grey Goose as a once-daily through bus from North Bay to Port Arthur under a pooling arrangement with Ontario Northland Transportation, thereby providing an





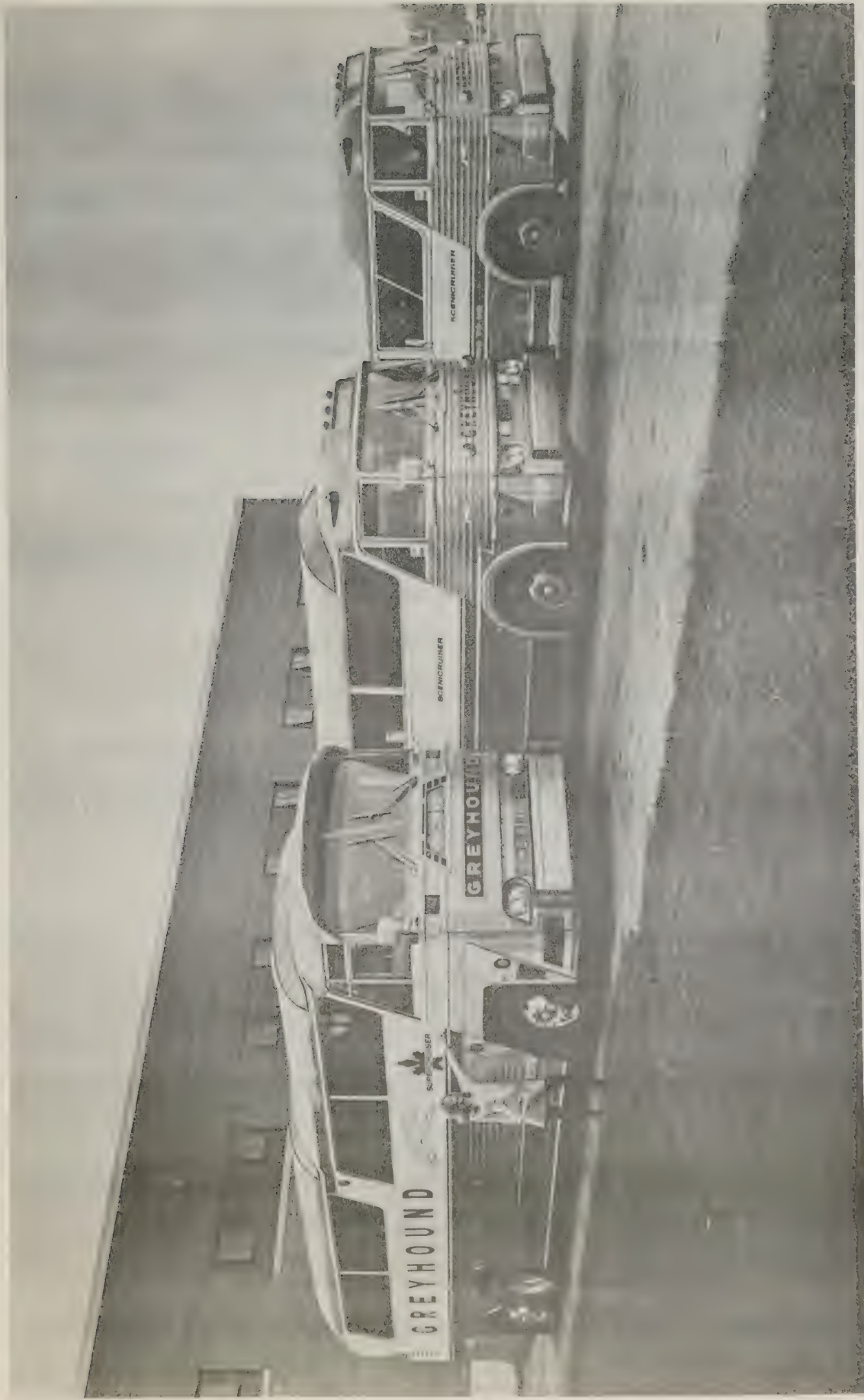


Photo Courtesy of Greyhound Lines of Canada.

MOTOR COACH INDUSTRIES (left to right) MC-6, MC-7, MC-5A.



alternative route between North Bay and Port Arthur. The journey by this northern route (Hwy. 11) takes approximately 17 1/2 hours compared to the 15 hours via. the Trans-Canada route, the routes being almost the same distance (just over 700 miles).

Brewster Transportation Co. offers regional services in Banff, Jasper and Yoho National Parks, mainly sightseeing, tour and charter work.

#### B. Equipment

Greyhound Lines of Canada and Eastern Canadian Greyhound Lines together own 198 inter-urban buses, all of them M.C.I. Challengers. The Brewster subsidiary owns an assortment of sight-seeing, semi-transit and ski-traffic equipment.

The concentration on Challengers is understandable as in this way Greyhound is providing a ready market for its own subsidiary, and at the same time Motor Coach Industries is providing a general purpose vehicle suitable for Greyhound's requirements. The current vehicles are the Models MC-5A, MC-6 and MC-7, seen together in Figure 1. The MC-5A is a coach which provides washroom facilities and air conditioning, 41 or 39 seats, and 212 cu ft. underfloor baggage space. The new MC-6, introduced in 1967 is a tri-level 'super-version' of the Challenger, 12 ft. high, 40 ft. long and 8 1/2 ft. wide. It seats 43 passengers in reclining seats with individual reading lights and ashtrays and has double the MC-5A baggage capacity. The MC-7 is a smaller, more versatile version of the MC-6. The company now has 15 MC-6 coaches on the road, used especially on the transcontinental runs, where they are







Photo Courtesy of Motor Coach Industries.

MOTOR COACH INDUSTRIES MC- 6



Photo Courtesy of Motor Coach Industries.

MOTOR COACH INDUSTRIES MC-7



designated as Supercruiser services. It is interesting to note that, in the past, the Greyhound Divisions in the U.S. turned to General Motors for their luxury highway vehicles e.g. PD-4107 and PD-4501 Super Scenicruiser, but the increased size and power of the MC-6 will put M.C.I. in a strong competitive position when replacements are required in the fleets of highway services in the U.S. previously operated with G.M. vehicles.

### C. History

Greyhound Lines of Canada Limited began in 1929 as Canadian Greyhound Coaches Limited operating a few local routes around Nelson, B.C. The company expanded into Alberta with a route to Fort Macleod, later extended northwards to Calgary and Edmonton and eastwards to Lethbridge; the company's name was changed to Central Canadian Greyhound Lines Limited. Meanwhile, in 1930, Canadian Greyhound Lines Limited started a route through southern Ontario from Buffalo to Detroit and a year later Toronto Greyhound Lines Limited started operation from Toronto to Windsor.

In 1940, the Greyhound Corporation took over the western services and the name changed to Western Canadian Greyhound Lines and four years later the two eastern services were merged under the new name Eastern Canadian Greyhound Lines Limited. Then in 1957, Greyhound Lines of Canada, a Canadian company, was formed to control the Greyhound interests in Canada, replacing the existing divisions. Considerable expansion occurred in 1962 with the opening of the all-Canadian transcontinental service and extension of the Motor Coach Industries plant at Winnipeg to increase production of Challengers.







#### D. Other Considerations

As Greyhound's operation is essentially a trans-continental one, the completion of the Trans-Canada Highway played a big part in the growth of the company. Prior to the opening of the Rogers Pass section, most of the traffic between Winnipeg and Vancouver was via Seattle, although there was service via the meandering Crowsnest route. Similarly, with the completion of the new section north of Lake Superior, traffic between Winnipeg and Toronto, which had previously gone via Chicago, became all-Canadian.

2. Greyhound's vehicles are organized in licence 'pools' to save on the high cost of licensing all vehicles in all provinces. One pool is a certain number of vehicles licensed in all provinces, a second group are licensed in Alberta and B.C. only, and a third group from Alberta eastward.

3. The proportion of traffic which is extra-provincial in Greyhound's operation varies with the seasons; in summer it is about 50% intra-provincial by revenue. However, in winter the extra-provincial portion is much less - 32%. This trend reflects itself in the reduction of long distance frequencies.

4. Because of the long distances involved in Greyhound's services, there is severe competition from air lines, and bus services can only compete with them on a cost basis; faster timings and greater passenger comfort, however, are bringing Greyhound a bigger share of the transcontinental market. Rail competition is mainly provided by Canadian Pacific e.g. between Sudbury and Vancouver the Trans-Canada Highway follows the CPR line closely; however CP operates only one service daily in each direction.



Similarly, CPR competes on the Calgary-Edmonton, Calgary-Lethbridge and Medicine Hat - Lethbridge routes. Both CP and CN run between Toronto and Windsor, but neither run into Detroit, as does the bus. Between Buffalo and Detroit, Penn Central runs two trains daily, both through runs from New York to Chicago.

5. It is important to note that a great deal of Greyhound's traffic is local, even though the services are organized on an inter-city basis e.g. between Edmonton and Calgary there are 7 express trips and 5 semi-fast or local journeys. Approximately 55% of travellers are found to be women, many of them on the shorter runs.

#### OTHER GREYHOUND LINES SERVICES IN CANADA

Greyhound Lines of Canada does not operate in the United States except as part of pools. Both of the two adjacent Divisions, Greyhound Lines-East and Greyhound Lines-West operate into Canada, providing the links with the U.S. system.

##### 1. Greyhound Lines-East

All services into Montreal are provided by Greyhound Lines-East; basic services are as follows:

a) Montreal-New York: 4 express trips and 6 semi-fast or local trips daily. Includes a through Ottawa-New York bus and through services to Philadelphia, Atlantic City and Miami.

b) Montreal-Boston: 4 express and 1 local trip daily, plus 1 trip Montreal to Hartford and New Haven. This is a pool service with Vermont Transit.

c) Montreal-Saint John: once daily, pool with SMT with connections to Halifax via. Acadian Lines.





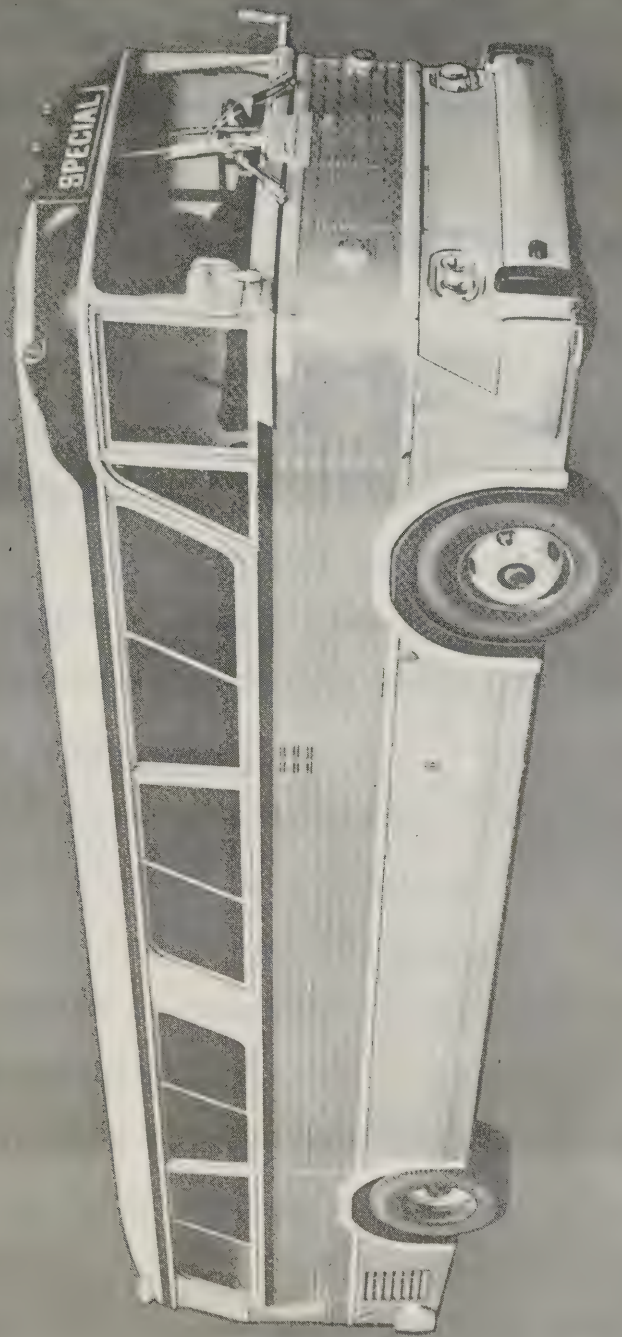


Photo Courtesy of Motor Coach Industries.

MOTORS COACH INDUSTRIES MC-5A



In addition, many resort services are supplemented or provided in the summer months e.g. Montreal to Lake Placid and Saranac Lake, Montreal to Old Orchard Beach.

Greyhound Lines-East enters Ontario with a local service from Detroit to Sarnia via Algonac.

All other services are pool arrangements with other companies:

Chicago-Montreal (see above)

Toronto-New York (Gray Coach Lines)

Hamilton-New York (Canada Coach Line)

Ottawa-Washington (Colonial Lines/Thousand Island Bus Line)

Quebec-New York (Voyageur Provincial/Vermont Transit)

Quebec-Boston - summer only (Voyageur Quebec)

Charlottetown-Saint John-New York (S.M.T.)

## 2. Greyhound Lines-West

Greyhound Lines-West operates 2 through trips daily (formerly Central Greyhound runs) into Winnipeg from the south: one from Chicago via Fargo and Crookston, the other from Fargo via. Grand Forks. This route is supplemented by Grey Goose services from Letellier to Winnipeg.

The inter-city service from Seattle to Vancouver is also operated by Greyhound West on an intensive headway with 9 trips in each direction daily. Four are non-stop, 3 semi-fast (stopping at Bellingham, Mt. Vernon etc.) and 2 stopping trips. One of the non-stop journeys is operated by 'Executive Coach', a luxury, supplementary-fare trip.

A connecting service is also provided from Yank Jct., B.C. (on the Ft. Macleod-Penticton route) to Spokane, Washington once daily, giving connections from Calgary to Seattle.





## CHAPTER II

### BRITISH COLUMBIA

The structure of the bus industry in British Columbia is one of the most complex in Canada with a pattern of major operators' routes focussed on Vancouver superimposed upon a number of outer suburban operations in the Greater Vancouver area and many local services in the valleys of the interior. Vancouver Island has its own network, with one major carrier - Vancouver Island Coach Lines - and several small rural operators. The mountainous nature of the province with the natural routeways running north-south while much of the travel is east-west accounts for the relatively large number of large operators and for the isolation of many small carriers. In all, there are 93 bus operators in the province: 65 who conduct only intra-provincial operations, 15 who carry on both intra-provincial and extra-provincial operations and 13 who conduct only extra-provincial services.

#### Large Companies

As well as Vancouver Island Coach Lines there is one other large company operating from British Columbia - Pacific Stage Lines - which is an agency of the Crown Provincial. Both these companies have intra-provincial regular route services and extra-provincial charters and are both selected as sample companies for the province; their services are described at the end of this chapter.

Greyhound Lines of Canada Limited operate their Trans-Canada service out of Vancouver via the Fraser Canyon or Okanagan Valley and Rogers Pass and several local services in British Columbia (see p. 10 ). To the north many Coachways local routes supplement



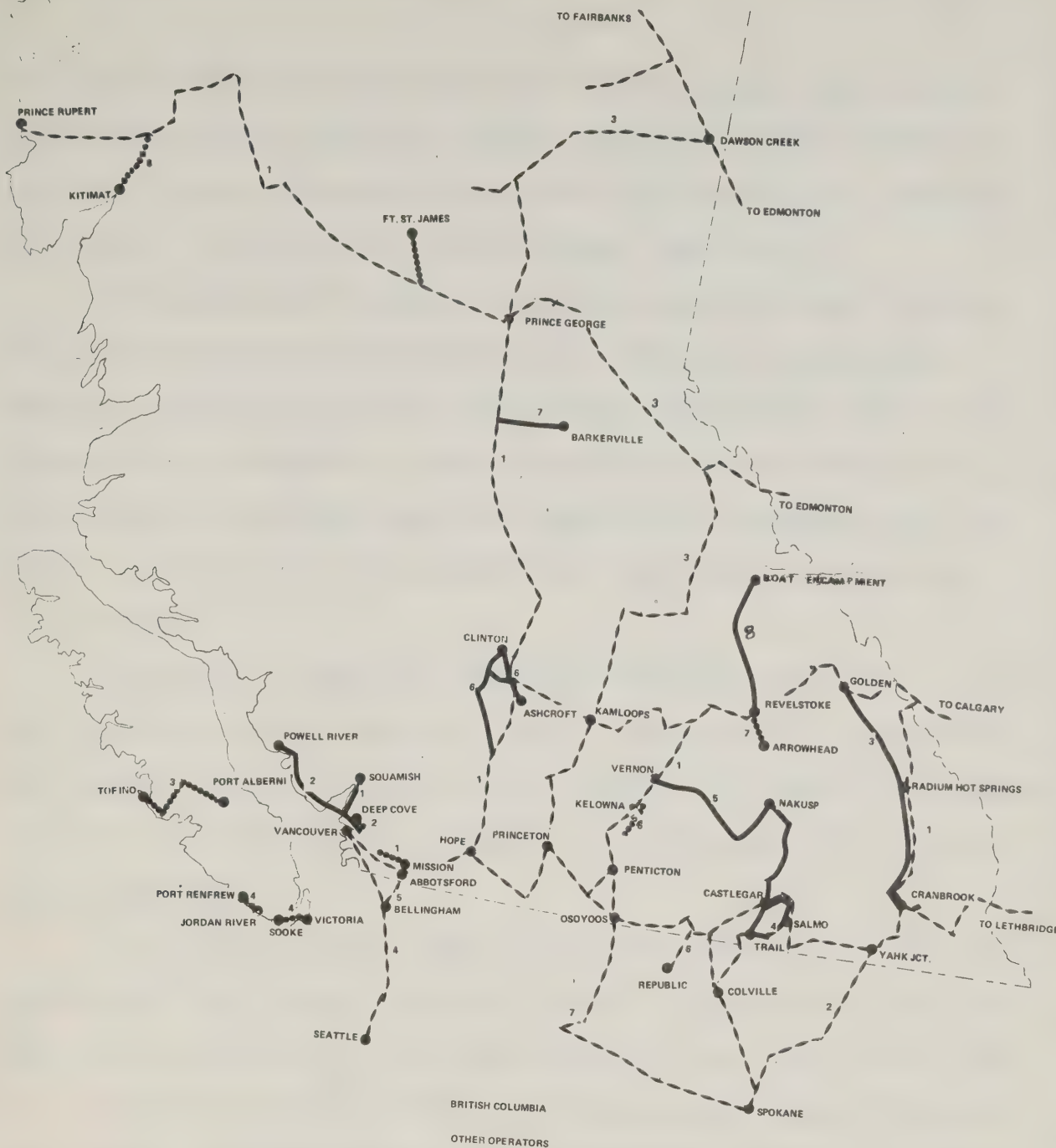
the main service from Prince George to Vancouver and the Edmonton to Vancouver link via the new North Thompson Highway (see p. 37). Greyhound Lines-West (see p. 18) operate services into southern B.C. from Washington and Idaho; the route from Seattle to Vancouver is also served by the competing Vancouver-Seattle Bus Lines which feeds into the Trailways network at Seattle. Other extra-provincial regular route operators are J.D. Adams (Abbotsford to Bellingham, Washington), Royal T. Kellogg (Republic, Washington to Colville, Washington via B.C.), Red Line Tours Ltd. (Invermere, B.C., to Banff, Alta.), and Empire Lines (Okanagan Valley Bus Lines, Inc.). The latter operates daily out of Spokane, Washington: to Osoyoos, B.C. (only two miles from the International Boundary) and to Trail, B.C. Adams, Coachways, Greyhound, Western Greyhound and Okanagan Valley Lines all have extra-provincial charter rights in addition to their scheduled routes.

#### Regional Operators

In addition to Vancouver Island Coach Lines and Pacific Stage Lines, six operators run regional intra-provincial regular routes but have extra-provincial charter rights. West Vancouver Corporation is a transit operator on the north shore of the Burrard Inlet. Squamish Coach Lines runs north from Vancouver to Squamish and Surrey Bus Service operates an outer suburban service in the Lower Fraser area. Sechelt Motor Transport runs north-west from Vancouver twice daily to Powell River; this service is unusual in that it uses two ferries to reach Powell River - across Howe Sound and Jervis Inlet. In the southern interior, Cranbrook - Golden Bus Lines operates daily from Golden to







- |   |   |   |
|---|---|---|
| <p>--- OUT-OF-PROVINCE CARRIERS</p> <ol style="list-style-type: none"> <li>1. GREYHOUND LINES OF CANADA</li> <li>2. GREYHOUND LINES-WEST</li> <li>3. COACHWAYS SYSTEM</li> <li>4. VANCOUVER-SEATTLE BUS LINES</li> <li>5. J. D. ADAMS</li> <li>6. R. T. KELLOGG</li> <li>7. OKANAGAN VALLEY BUS LINES INC.</li> </ol> | <p>— REGIONAL OPERATORS</p> <ol style="list-style-type: none"> <li>1. SQUAMISH COACH LINES</li> <li>2. SECHelt MOTOR TRANSPORT</li> <li>3. CRANBROOK-GOLDEN BUS LINES</li> <li>4. KOOTENAY VALLEY COACH LINES</li> <li>5. LUMBY-VERNON COACH LINES</li> <li>6. LILLOET COACH LINES</li> <li>7. BARKERVILLE STAGE LINES</li> </ol> | <p>..... SMALL OPERATORS</p> <ol style="list-style-type: none"> <li>1. MAPLE RIDGE BUS LINES</li> <li>2. DEEP COVE STAGE LINES</li> <li>3. ORIENT STAGE LINES</li> <li>4. SOOKE TRANSPORT</li> <li>5. SILVER GREEN STAGE LINES</li> <li>6. OKANAGAN MISSION STAGES</li> <li>7. ARROWHEAD COACH LINES</li> <li>8. FARWEST BUS LINES</li> </ol> |
|---|---|---|

**DIVERSIFIED**



Cranbrook along the Rocky Mountain Trench and Kootenay Valley Coach Lines runs a number of local services centred on Nelson and Trail, e.g. Nelson-Castlegar-Trail (3 times daily), Nelson-Salmo-Trail (once daily), Nelson-Nakusp (once daily).

Intra-provincial regional operators include Lumby Vernon Coach Lines serving Nakusp to Vernon; Lillooet Coach Lines, serving Clinton to Ashcroft and Lytton; Barkerville Stage Lines (Quesnel to Barkerville); and Diversified Transportation Ltd. Diversified is an Edmonton-based company but operates only one route, in B.C.: Boat Encampment and Mica Creek to Revelstoke (once daily).

In addition, there are thirteen companies which are licensed with extra-provincial Charter rights. Some are B.C. operators e.g. Impala Coach Lines Ltd., while others are based outside the province, e.g. Trailways of Canada Ltd., Richmond Hill, Ontario.

#### Small Operators

In all, there are 65 small operators serving B.C. One group supplements the transit services, Pacific Stage Lines and other carriers noted above in the lower mainland e.g. Maple Ridge Bus Lines (Mission to Haney), Deep Cove Stage Lines (North Vancouver to Deep Cove) and Langley Bus Lines (irregular services in Langley).

A similar group of minor routes on Vancouver Island are worked by operators using mostly school bus equipment e.g. Orient Stage Lines (Port Alberni-Tofino) and Sooke Transport (daily Victoria to Sooke, and Jordan River to Port Renfrew).

Examples of similar operators in the interior are two companies linking small villages with Kelowna: Silver Green Stage Lines (to Rutland) and Okanagan Mission Stages (to Okanagan Mission). Also





in that area, Arrowhead Coach Lines links Arrowhead with Revelstoke while further north, Farwest Bus Lines runs from Terrace to Kitimat and Fort St. James Stages operates north from Vanderhoof to Fort St. James.

Bus carriers in British Columbia are regulated by the Public Utilities Commission under the Motor Carrier Act. Regular route and charters are separately licensed and, as noted above, only thirteen companies hold regular route and charter rights. As part of a Crown Corporation, Pacific Stage Lines is exempt from P.U.C. regulation.

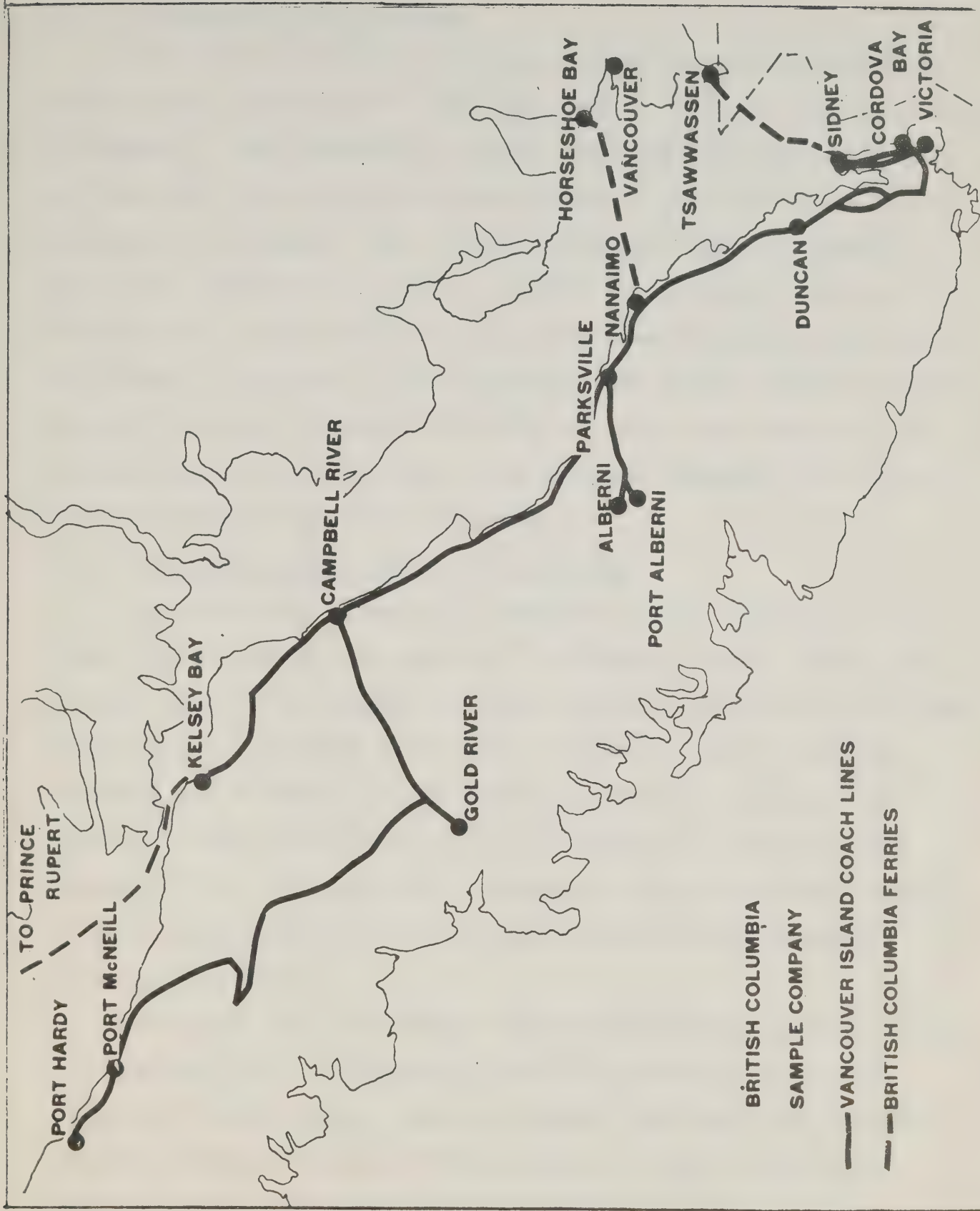
#### VANCOUVER ISLAND COACH LINES

Vancouver Island Coach Lines (V.I.C.L.) is the wholly-owned operating subsidiary of Vancouver Island Transportation Company and is a part of the International Utilities Corporation group. The regular route operation of the company is intra-provincial but charters are operated extra-provincially. Of all Canadian motor coach operators, Vancouver Island Coach Lines traffic statistics show the greatest seasonal variations. Another unusual feature of the company's operations are the regularly scheduled services over logging roads.

##### A. Services

Most services are geared to the logging industry, the flow of tourists and the ferries linking Vancouver Island with the mainland, and can be broken down into four groups: cross-water routes to the mainland, inter-city routes on Vancouver Island, outer suburban routes radiating from Victoria, and the Gray Line sightseeing tours.





BRITISH COLUMBIA

SAMPLE COMPANY

— VANCOUVER ISLAND COACH LINES

- - - BRITISH COLUMBIA FERRIES





(i) The Georgia Strait Routes

Two regular interval inter-city routes are operated jointly with Pacific Stage Lines: from Vancouver to Victoria and Vancouver to Nanaimo. Both operate as express services with limited pick-up and set-down facilities and operate every 2 hours in winter and hourly in the summer. The 'Royal Victorian' route is supplemented at weekends in winter to provide almost hourly service. The British Columbia Ferries are used between Tsawwassen and Swartz Bay (Royal Victorian) and Horseshoe Bay and Nanaimo (Royal Islander) and the first-on, first-off priority given to the coaches on the ferries gives a journey time of 205 minutes Vancouver to Victoria, and 175 minutes Vancouver to Nanaimo.

(ii) Vancouver Island Inter-City Services

All inter-city services on Vancouver Island are based on a trunk route running from Vancouver to Campbell River. There are 5 trips daily (7 in summer) in each direction between Victoria and Nanaimo, the 2 seasonal runs being 'Islander' limited services stopping in at Duncan. Three services continue northwards to Parksville and Port Alberni and 4 to Parksville, Courtenay and Campbell River. In relation to community size, the towns between Victoria and Parksville have one of the best public transport services in Canada.

North and west of Campbell River less frequent services link the northern end of Vancouver Island to the 'main line': to Kelsey Bay (once daily), which in summer links with the British Columbia Ferries route to Prince Rupert, to Gold River (once daily), and to Port Hardy (thrice weekly).



(iii) Outer Suburban Routes

South-eastern Vancouver Island is served by three outer suburban routes radiating from Victoria. The main route is along the centre of the Saanich peninsula to Sidney and Swartz Bay, with a weekday service of 9 buses to Sidney, 3 extended to Swartz Bay. This is supplemented by the West Saanich route which has 5 daily runs to Brentwood Bay, 2 being extended to Sidney via Deep Cove. Four of the above services connect at Swartz Bay with the Gulf Island ferries. In addition, three shorter routes run from Victoria to Cordova Bay (5 services weekdays).

(iv) Sightseeing Services

V.I.C.L. has the Gray Line franchise for sightseeing in Victoria and operates a variety of tours throughout the year e.g. the Butchart's Gardens Drive and the Saanich Peninsula Tour. In summer these are all frequent and can be combined and/or taken as evening tours including dinner and entertainment. Although the demand for sightseeing services is seasonal, the revenues from the tremendous inflow of tourists in summer turn a marginal regular route operation into a flourishing company.

B. Equipment

The Vancouver Island fleet consists of 80 vehicles, made up of:

- 4 Silver Eagles
- 4 G.M.C. 4107
- 17 G.M.C. 4104/4106
- 4 G.M.C. 3703
- 2 M.C.I. MC7
- 20 M.C.I. Challengers
- 15 M.C.I. Couriers (1951)
- 9 Brills
- 4 Flexibles (1946)
- 1 Western Flyer Canuck - Cargo Coach.





All 80 are used in summer and in addition school-buses are rented for use on local runs; in winter only 45 vehicles are needed. Thus all the smaller and older buses are used only in summer, mainly on sightseeing e.g. the Brills, Flexibles and older Couriers. This creates a problem of replacement for V.I.C.L. as the annual mileage on these vehicles can be as low as 8,000 miles compared to one million miles for a 4106. The high cost of new vehicles cannot be justified for only 8,000 miles a year.

The 4 Silver Eagles are complemented by 4 in the Pacific Stage Lines fleet and all 8 work the basic service on the Victoria to Vancouver ferry route. The 4107s work the Kelsey Bay service and, in summer, the Parlour Car tours. The Challengers and G.M.C. 4104/6 series are the work-horses on the fleet and operate the inter-city services on Vancouver Island as well as duplicates as required on the Georgia Strait routes. The Port Hardy route is always operated by a Challenger because of the road conditions.

### C. History

Vancouver Island Coach Lines began in 1928 as an outer suburban run from Victoria into Saanich, running beyond the limits of the tramway in Victoria. Gradual expansion was brought about by acquisition of a group of jitney lines providing service to the north. In 1930 Canadian Pacific Railways purchased control of the company and the bus operation grew to replace withdrawn railway passenger services. In 1932 the Gray Line sightseeing was acquired.

As the economy of the island expanded so did Vancouver Island Coach Lines flourish, and during the Second World War the company served airports and forces bases all over the island. In 1945 the



Victoria-Nanaimo-Vancouver "Islander" service was inaugurated and was the first limited-stop reserved-seat deluxe motorcoach service to be provided on North America. Two years later the company acquired a one-third interest in the city of Victoria franchise and for three years the city service was operated jointly with B.C. Hydro. In 1950 the city franchise was sold and the company withdrew from this operation.

In 1955 the Canadian Pacific sold out and Vancouver Island Coach Lines became a private and independent company with the holding controlled by a local industrialist who had previously been general manager of the company. At the end of the 'fifties the Islander service was making 3 trips a day non-stop to Nanaimo, and the journey time to Vancouver was  $4 \frac{1}{3}$  hours compared to  $2 \frac{1}{2}$  hours by air. In the other direction traffic was developing from Seattle and V.I.C.L.'s services in summer were geared to a growing tourist traffic from the United States.

On June 15, 1960 the new ferry service between Swartz Bay and Tsawwassen began and the joint motor coach service between Vancouver and Victoria was started. Some idea of the growth of this service can be seen from the fact that in 1961, the first full year of operation, this service carried 281,726 passengers; by 1968 this figure has risen to 458,614. Air traffic declined by about half in the same period and it is notable that Air Canada's flights between Vancouver and Victoria are geared to the trans-continental service rather than to local traffic. With the introduction of the new Horseshoe Bay to Nanaimo ferry in 1962 a similar service was introduced between Vancouver and Nanaimo and the old





service making use of the C.P.R. ferry was abandoned. Because many people have used the latter, growth figures were not so startling as for the Victorian route; in 1968 256,209 persons used the 'Islander' service.

The Campbell River to Port Hardy service was begun in 1964 using logging roads previously closed to the public. The company continued to expand in the mid-sixties and in 1967 was bought into the International Utilities Corporation group.

#### D. Environmental Considerations

1. Development of the Trans-Canada Highway on Vancouver Island has meant that the 'Islander' express can use the highway between Victoria and Nanaimo saving 25 minutes journey time, whereas the villages are still served by other services. The opening of the Rogers Pass route permitted extension of excursions and tours.

2. In addition to Vancouver Island Coach Lines, the Transportation Company owns Island Greyhound Ltd., Gray Line and Express Taxi Company, B.C. Parlour Car Tours Ltd. The B.C. Parlour Car tours were introduced in 1965 offering a series of tours through Vancouver Island and mainland British Columbia and into Alberta and the U.S. varying from 3 to 9 days duration.

3. As noted, regular route operations are intra-provincial but inter-provincial charters are operated and the Parlour Car Tours also run into Alberta. Charter rights are also held in seven western states of the United States.

4. The insular nature of V.I.C.L. is a particular problem as the ferry operation is costly, revenue per mile is only 9% more than bare operating cost and thus the continuance of large volumes



on this service is vital. The only cross-water public competition is from air transport and this is geared to the transcontinental flights at the present time: transcontinental travellers are permitted to make the Vancouver-Victoria leg free. At one time Air Canada advertised a \$9.00 three day cheap return across the Strait, but in general the introduction of the \$8.00 single air fare (increased to \$10.00 in 1969) was a great help to building up coach traffic between Vancouver and Victoria.

5. Competition on the island is restricted to a once daily Canadian Pacific dayliner between Victoria and Courtenay which continues to run due to conditions attached to a land grant. However this train runs in the "wrong direction" i.e. out of Victoria in the morning and into town during the afternoon.

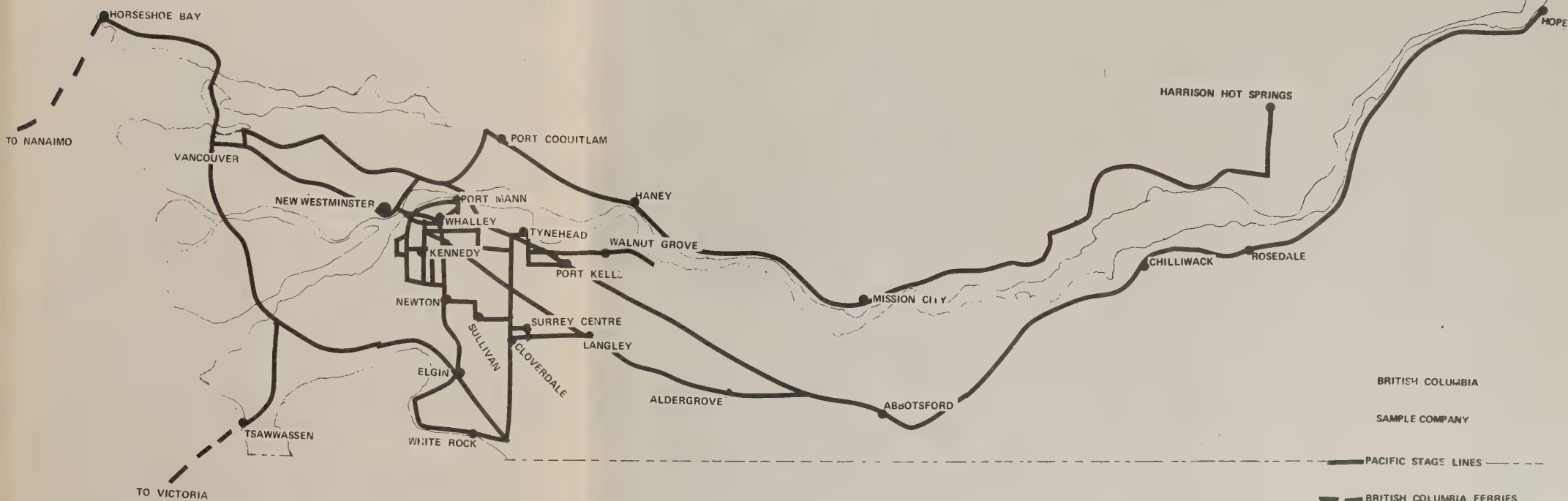
6. Express traffic accounts for about 12% of revenues and, as in other bus and coach companies, is therefore an important factor in sustaining the company. However, there is no doubt that the specialization on tourist traffic, particularly geared to the triangular Vancouver-Victoria-Seattle movement of tourists is the most distinctive feature of Vancouver Island Coach Lines service e.g. when the boat arrives from Seattle in the Summer there may be as many as eighteen coaches on the quayside to provide sightseeing services

#### PACIFIC STAGE LINES

Pacific Stage Lines is part of the B.C. Hydro and Power Authority - the public utilities Crown Corporation in British Columbia - and operates outer suburban services in the Lower









Fraser valley. The regular route operations of Pacific Stage Lines are all intra-provincial, but charter rights are held for western U.S.A. As a Crown Corporation, Pacific Stage Lines are exempted from Public Utilities Commission regulations in B.C.

#### A. Services

Pacific Stage Lines' services consist of three express routes, two sub-parallel lower Fraser Valley routes and a variety of loops and other local services in several municipalities south of the Fraser River. The accent upon radial services which characterizes so many Canadian bus and coach operations is not so marked in Pacific Stage Lines. Shopping centres are becoming foci rather than Vancouver - so much so that on the Chilliwack to Vancouver run a bus might carry three times its seating capacity because of so much off-on traffic. In all, Pacific Stage Lines operates about 450 miles of route

##### (i) Express routes

Three regular schedule even-interval express services are operated: from Vancouver to Victoria, Nanaimo, and New Westminster. The Victoria and Nanaimo services are run-on, run-off services across the Strait of Georgia using the British Columbia Ferries and are a joint operation with Vancouver Island Coach Lines. In winter, the basic service on both routes is two-hourly, although that to Victoria is virtually hourly at weekends; in summer, hourly frequency is maintained on both routes, from the end of May to early October.

A half-hour express service is operated from Vancouver to New Westminster, increased to 15 minutes headway at peak periods. All services operating from Vancouver to places beyond New Westminster (e.g. to Hope, Harrison, White Rock) are tied into this schedule so that all buses between Vancouver and New Westminster operate on an even-interval basis.





(ii) Fraser Valley routes

Two routes run eastwards on either bank of the Fraser river to Harrison Hot Springs (north bank, about 90 miles) and Hope (south bank, about 100 miles). The weekday schedule on the southern route consists of two trips daily, one of which is express as far as Abbotsford, supplemented by four trips to Chilliwack, one to Abbotsford and one to Langley. On the less densely populated northern route there is only one through daily trip to Harrison Hot Springs (two at weekends), the basic service terminating at Mission (four trips) or Haney (two trips).

(iii) Outer Suburban services

Almost all Pacific Stage lines services other than those to Vancouver Island start from Vancouver and run south-eastwards to New Westminster, then south of the Fraser River e.g. to Surrey. Many of these services are operated as loops to and from New Westminster e.g. to and from Port Mann, Fort Langley, Kindersley, Newton, St. Helen's, River Road and Endersby. Other services run to White Rock, close to the U.S. border, to Tsawwassen, to connect with the Gulf Islands ferry service and to Langley, supplementing the Hope route noted above. The effect of these many services is to extend the even-interval service from Vancouver to New Westminster as far as Whalley.

(iv) Sightseeing

The Gray Line sightseeing tours in Vancouver are operated by Pacific Stage Lines.



## B. Equipment

Pacific Stage Lines fleet consists of 71 vehicles, all but five of them recent diesel-powered models. The five old gasoline-powered vehicles are scheduled to be retired at the time of writing. All of the present 66 diesel units are of Motor Coach Industries manufacture except for five Western Flyer Canuck 600's and four Silver Eagles. The four Silver Eagles and twinned by four operated by Vancouver Island Coach Lines and these eight vehicles run the basic inter-city service to the capital. However, when the hourly frequency is operated in summer and/or when duplicate vehicles are needed then other coaches have to be used.

## C. History

The name Pacific Stage Lines dates from a jitney operation in the 1920's and has always been the name under which various owners have operated: B.C. Motor Transport Ltd., B.C. Electric Co. and now B.C. Hydro. The Vancouver to White Rock route was the original service from which the company developed; by 1939 it operated a relatively compact bus line into the Fraser Valley.

The B.C. Electric Co. then acquired the firm and a little later dropped its own passenger trains and substituted bus services. This partly accounts for the varied services operated to points south-east of New Westminster e.g. Cloverdale and Sullivan. Some of these services were just as uneconomic for the bus company as they had been for the railway and were later dropped, some to disappear completely, others to be taken up by smaller operators.

The grandfather rights to Seattle were sold out to Greyhound, so that Pacific Stage Lines' regular routes in 1969 are all intra-provincial.





#### D. Environmental Considerations

1. Charter rights are held only in British Columbia of the Canadian provinces, plus Washington, Oregon and California in the U.S. Charters to other states are made on permit. Generally, Pacific Stage Lines carry most of the charter traffic south from Vancouver into the U.S. but Greyhound carry most of that from western U.S. into British Columbia.

2. The opening of the Trans-Canada Highway had little direct effect on Pacific Stage Lines operations, although use of Highway 401 does permit express operations between Vancouver and Langley or Abbotsford when loadings justify. Since the opening of the Trans-Canada Highway, sightseeing revenues have improved, partly due to the number of Albertans visiting B.C. as a result of the improved access.

3. The unusual outer suburban nature of Pacific Stage Lines is a rarity in Canada. The closest analogy is Gray Coach Lines around Toronto, which has a similar status in relation to the Toronto Transit Commission to that of Pacific Stage Lines and B.C. Hydro. However, Gray Coach has several inter-city services and commuter runs which are not found in Pacific Stage Lines' operation and probably a fairer likeness would be a combination of London Transport's Green Line and Country Services in the United Kingdom.

4. There is very little commuter traffic on Pacific Stage Lines' routes, so services tend to be standardized throughout the day. Vancouver to New Westminster is the only exception to this, with extra trips needed at rush hours. As might be expected, therefore, women and children form the greater proportion of the traffic.



5. There is no competition for Pacific Stage Lines operations from railway companies, and from air the only competition is on the Vancouver to Victoria route. Curiously, the air service was in existence first, as outlined in the section on Vancouver Island Coach Lines.





### CHAPTER III

#### ALBERTA

Most of the regular route bus services in Alberta are provided by two large extra-provincial carriers: Greyhound Lines of Canada Ltd. and the Coachways System.<sup>1</sup> Both are Class I operators with extra-provincial regular-route and charter services. Greyhound's services were described in Chapter II and Coachways are the sample company at the end of this chapter. Because Coachways has taken over so many small operators in Alberta there are very few of the latter still operating in the province; there are no other extra-provincial regular-route carriers, although Saskatchewan Transportation Company does work into Calgary on a pool service (with Greyhound) from Saskatoon.

Two other Class I carriers operate in Alberta: Brewster Transportation (a subsidiary of Greyhound) which provides sight-seeing and tourist services in Banff, Jasper and Yoho National Parks in Alberta and B.C. (Glacier Park Inc. operates a similar service from Montana into Waterton Lakes National Park); and Cardinal Coach Lines. Cardinal is the only other regular route carrier operating out of Calgary other than Greyhound, illustrating the virtual monopoly of the latter from its home base; Cardinal runs a commuter service twice daily from Turner Valley to Calgary (40 miles).

A few small intra-provincial operators still remain in Alberta, e.g. Northern Bus Lines of Lethbridge, which provides twice daily service from Picture Butte to Lethbridge (20 miles), and thrice weekly service from Lethbridge to Waterton Lakes. From May to

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<sup>1</sup> See important note on p. (i).









September, Northern runs a Southern Alberta sightseeing tour service; it is also licensed for charter work within the province. Also in the south, Taber Bus Lines operates from Lethbridge to Vauxhall while Redcliffe Bus Lines runs from Medicine Hat to Redcliff. In the Red Deer area, Olds-Sundre Bus Lines runs between Olds and Sundre. In the north, Western Bus Lines runs an outer suburban service from Edmonton to Sherwood Park and Brentwood. This operates as a "panhandle" service, running out from Edmonton to the Sherwood Park Shopping Centre, then in a unidirectional circle through the Sherwood Park/Brentwood/Broadmoor housing development, then back to the Shopping Centre and finally thence to Edmonton. The service is operated as a roughly even interval service (about 100 minutes) and can be operated with one bus outside peak hours, when the service is supplemented. The company also runs from Edmonton to St. Albert and to Namao; most of its revenue however, comes from charters and contract work e.g. from oil refineries.

Regulation of bus carriers in Alberta is carried out by the Highway Traffic Board under the Public Service Vehicles Act.

#### COACHWAYS SYSTEM

A subsidiary of Greyhound Lines of Canada since December, 1969, Coachways operates a mainly extra-provincial service out of Edmonton, Alberta. The Coachways System is made up of Canadian Coachways (Alberta) Ltd., Canadian Coachways (B.C.) Ltd., and Alaskan Coachways Ltd. The System is notable in that it has the highest bus express revenues (compared to other revenues) of any bus company in Canada: express revenues account for about 20% of total revenues.



## A. Services

Coachways buses operate from Calgary in the south to Fairbanks in the north and from Macklin in Saskatchewan to Prince Rupert, B.C. Services can be divided into two types: major long routes (with branches) e.g. Edmonton-Fairbanks, Edmonton-Vancouver, Edmonton-Prince Rupert; and regional services - in the Peace River district, central British Columbia and central Alberta.

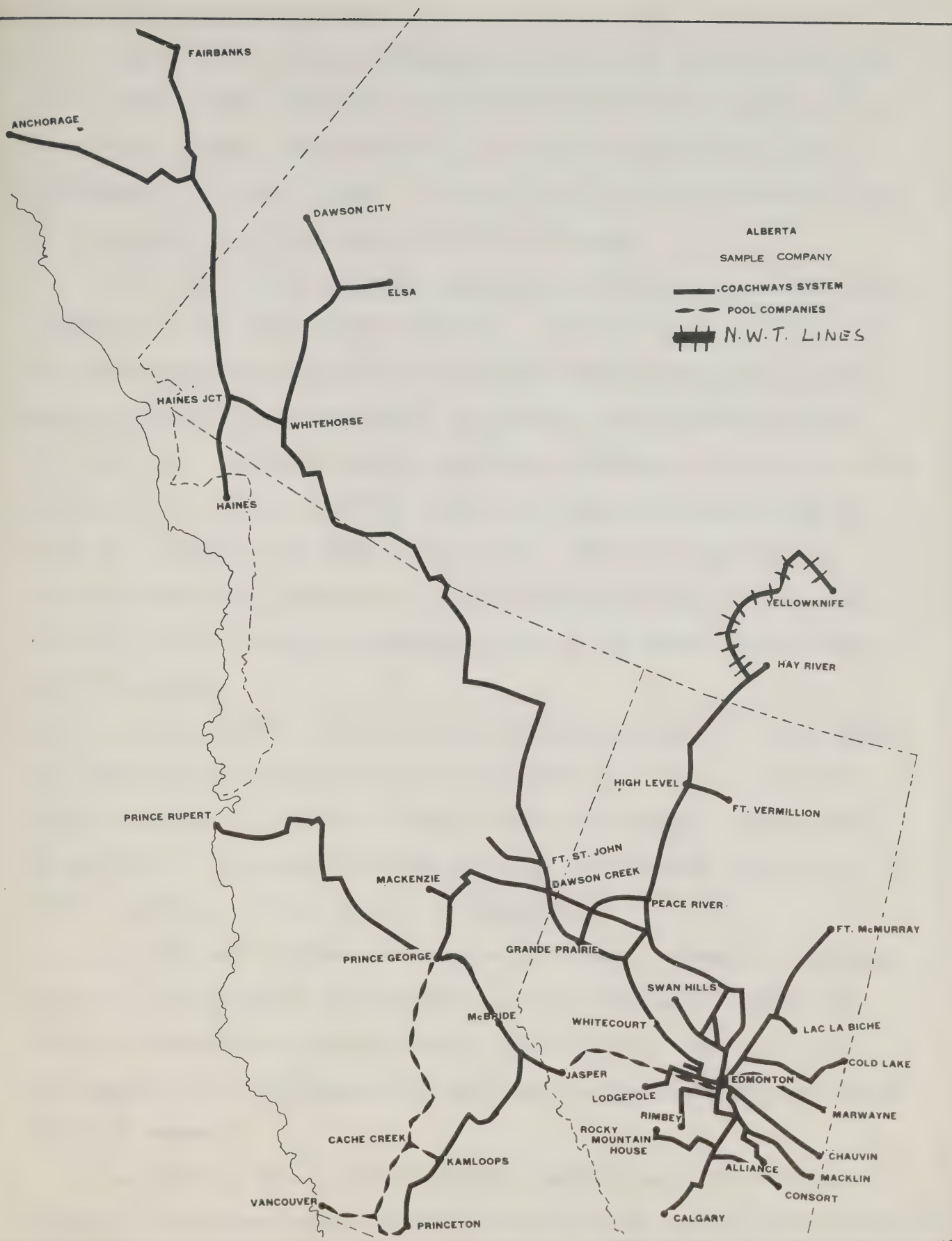
### (i) The Alaska Highway Service

The 'main line' of Coachways is the 1889 mile route from Edmonton to Fairbanks. Operationally, this route is broken down into three divisions: Edmonton-Dawson Creek, Dawson Creek-Whitehorse, and Whitehorse-Fairbanks. There is overlap on the first two divisions as 3 daily services run year round from Edmonton to Ft. St. John, (28 miles beyond Dawson Creek), while a service runs from Dawson Creek to Whitehorse (daily in summer, thrice weekly during the rest of the year) and from Whitehorse to Fairbanks (again daily in summer only; thrice weekly in late spring and early fall; once weekly in winter). It is possible to travel through from Edmonton to Fairbanks with one overnight stop (at Tok Jct., Alaska northbound), and short meal and connection stops en route.

Branches from this bus route feed into the service e.g. Whitehorse to Dawson City/Elsa (thrice-weekly); Haines to Haines Jct., (daily, summer only); Fairbanks-Anchorage (weekly in winter, service thrice weekly from Tok Junction in summer) and Fairbanks-Clear (two days a week).









(ii) Other Trunk Services

Connecting with the Edmonton-Dawson Creek services are two daily runs on the 726 mile route westward to Prince Rupert, B.C., via Prince George, supplemented by a daily 'short trip' from MacKenzie to Prince George. Feeding into this Prince Rupert route is a through bus from Jasper to Prince George.

The "main line" between Edmonton and Dawson Creek runs via Highway 34, the "Valleyview Cutoff". A total of six services per day operate on the cutoff to Valleyview where they split, three going to Peace River and three to Grande Prairie-Dawson Creek-Ft. St. John. A daily service extends northwards 391 miles to Hay River, (N.W.T.), fed at High Level by a daily except Sunday run from Ft. Vermilion to High Level, Alta. North of Hay River, a thrice-weekly bus operated by North West Territories Coach Lines runs 292 miles around the western side of the Great Slave Lake to Yellowknife.

An alternative route to the "Valleyview Cutoff" links Edmonton with the Peace River district running via Hwy. 2. Service consists of a daily trip to High Prairie and Dawson Creek (Hwys. 44 and 2), a daily run via Athabasca as far as High Prairie and a local stopping service as far as Athabasca.

On the new 'Yellowhead' route, Coachways operates a through service from Edmonton to Vancouver on the Thompson Highway via Jasper, Kamloops and Cache Creek. The 816 mile trip is a pool arrangement with Greyhound and operates daily in winter and twice daily in summer.

An express daily service links Edmonton with Ft. McMurray, Alberta (294 miles) supplemented by a stopping service that runs as far as Boyle and then branches off to Lac La Biche, Alta.





One set of services in south central Alberta provides an interesting pattern: a minor trunk route runs from Consort, Alberta, west to Stettler, where the line splits three ways, with a bus going daily in each direction to Red Deer (west), Calgary (south), and Edmonton (north).

(iii) Local Services

In the Peace River district a number of short runs complement the long distance services so that all the towns in the district are connected with one another i.e. Peace River, Grande Prairie, Dawson Creek. Most services are once daily in each direction e.g. Peace River to Grande Prairie, Peace River to Dawson Creek, Fort St. John to Northern Camp, Fairview to Hines Creek (twice daily).

To the south there is one local service in eastern British Columbia: 119 miles from Princeton to Kamloops (daily except Sunday).

About half of the shorter services of Coachways are in Alberta; of 25 such routes, 14 radiate from Edmonton. Almost all of these runs are on a once-daily frequency; any variations are noted below. Those radiating from Edmonton are as follows:

<u>Town</u>	<u>Miles</u>	<u>Notes</u>
Whitecourt	119	Exc. Sun. Local service on "Valleyview Cutoff". Supplemented thrice weekly by a short run to Alberta Beach.
Athabasca	98	Exc. Sun. local service on High Prairie route.
Lodgepole	112	
Rimbey	108	
Chauvin	173	
Cold Lake	184	One express daily, one local except Sunday.
Elk Point	153	Daily; serves most of the towns handled by the Cold Lake bus, except that it branches south at St. Paul to Elk Point.



<u>Town</u>	<u>Miles</u>	<u>Notes</u>
Macklin (Sask.)	214	Supplemented by (exc. Sun.) short trip to Hardisty.
Marwayne	169	
Alliance	130	Weekend service: Friday night out, Saturday a.m. return; Sunday afternoon out, Sunday night back.
Swan Hills	141	Supplemented (exc. Sun.) by short trip to Barrhead.

One other Alberta service is Red Deer to Rocky Mountain House, operating once daily. Table 1 lists all Coachways local services, and should be read in conjunction with Map 6 .

### History

Coachways System originated in 1929, when two brothers began operating a bus line from Edmonton to Athabasca. In 1935, they incorporated their operations into Canadian Coachways Ltd. and began to enlarge holdings in the Alberta North. Since then, the company has grown up by gradual acquisition of sixteen small firms. Each was taken into the Coachways group, operated as a unit for a while and then gradually worked in with the parent, ultimately disappearing as a separate entity. For example, Peace River Bus Lines originally operated in the Peace River district and Yellowknife Bus Lines on the Mackenzie Highway; the former was purchased in 1947, the latter three years later. In 1955, BYN Bus Lines contributed the Alaska Highway route from Dawson Creek to Whitehorse while Northern Stages supplied the Dawson Creek-Prince George route. Other companies included between 1958 and in 1965 were:

Sorensen Bus Lines	Calgary/Red Deer to Consort Red Deer to Rocky Mountain House
Yellowhead Coach Lines	Kamloops to Valemount





Table 1 :    COACHWAYS LOCAL SERVICES

Fairbanks	- Clear
Prince George	- Morphee Lake
Kamloops	- Princeton
Ft. St. John	- Northern Camp
Fairview	- Hines Creek
High Level	- Ft. Vermillion
Red Deer	- Rocky Mountain House
Edmonton	- Whitecourt)
Edmonton	- Onoway        ) use common highway
Edmonton	- Athabasca
Edmonton	- Lodgepole
Edmonton	- Rimbey
Edmonton	- Chauvin
Edmonton	- Macklin    )
Edmonton	- Hardisty) use common highway
Edmonton	- Alliance
Edmonton	- Marwayne
Edmonton	- Elk Point)
Edmonton	- Cold Lake) use common highway
Edmonton	- Barrhead    )
Edmonton	- Swan Hills) use common highway



B.C. Coach Lines	Kamloops to Merritt
Pioneer Coach Lines	Merritt to Princeton
Pembina Bus Lines	Edmonton to Drayton Valley

Alaskan Coachways Ltd. was formed in 1963, as an independent company affiliated with Canadian Coachways; it was shaped from Alaskan Motor Coaches Inc., which controlled all Alaska Highway routes from the Yukon border to Anchorage.

In 1965, International Utilities purchased Coachways and proceeded to buy up Prince Coach Lines (Prince George-Prince Rupert), Sunburst Motor Coaches (area east to Edmonton), Northland Arrow Lines (Edmonton Swan Hills), Morphee Lake Stages (Prince George-Mackenzie) and Capital City Sightseeing (Edmonton). Riverbend Trailways which operated Mica Creek to Revelstoke, was also purchased but has since been taken over by Diversified who has extended the route to run from Boat Encampment.

In December 1969, Greyhound Lines of Canada Ltd. purchased the Coachways System from U.I.C. However, Coachways will remain as a separate operating subsidiary along the lines of Brewster and Eastern Canadian Greyhound.

#### B. Equipment

Coachways fleet consists of 91 vehicles, 83 highway coaches, 5 transit buses and 3 sightseeing limousines. A variety of highway vehicles are operated, including General Motors, Motor Coach Industries and Western Flyer coaches. The terrain determines the type of vehicle used e.g. Alaska Highway requirements are much different from those of ordinary highways - rough gravel roads and intensive winter cold dictate Western Flyer Canucks. As a result of the Greyhound take-over, one can anticipate a gradual increase in the use of M.C.I. vehicles.





### C. Environmental Considerations

Although there are a large number of buses on intra-Alberta services, the main operation of the company is extra-provincial on its long distance routes into British Columbia, N.W.T., Yukon, Alaska and Saskatchewan. The management estimate about 60% of the operation as being extra-provincial. However, Coachways does not operate south into the United States, not even on charters. This latter situation is the result of an old agreement worked out in the days when charters where not such an important part of the industry. Coachways feels this restriction keenly and hopes for expanded charter authority in the future.

Working into the north brings distinctive problems faced by no other large Canadian bus company. The number of gravel roads and the state of the Alaska Highway are notable. In addition, storage space for vehicles is not easy to acquire in the north, as outdoor parking is out of the question. Maintenance problems are compounded by the severe cold e.g. in Fairbanks, the temperature may fall to such a level (-65 degrees F.) that blockage of the air intakes occurs.

Like all public transportation companies, Coachways' principal competition is the private auto; however, depending on the route, rail and air travel are stiff opponents. Canadian National's Prince George-Prince Rupert train is strongly felt and local lines serving Camrose and Wainwright (to name two large Alberta towns) feel the pinch of Red, White and Blue fares; the Yellowhead route is competing with the Canadian National Trans-continental train.



There are no CPR lines opposite Coachways and while there are Northern Alberta Railway trains, recent service reductions have ceased for them to be a threat. Pacific Western Airlines and Canadian Pacific Airlines also compete with Coachways. While the short to intermediate range trip (up to about 300 or 400 miles) does very well against air competition, e.g. Edmonton-Dawson Creek, longer journeys, such as Edmonton-Whitehorse or Vancouver-Prince Rupert feel the competitive pinch. In fact, the very long runs rely almost solely on summer tourist or package vacation business, the common carrier function being limited to short, local business.

Coachways finds women dominate their traffic, even on all inclusive tours. The importance of bus express was noted in the introduction and there is no doubt that lack of rail express has helped the rapid growth of this aspect of the company's business. Coachways sees the needs for the future as greater emphasis on package tours and charters.

#### A Recent Change in Western Canada

Although the effects of the Greyhound-Coachways merger have not yet been felt on the Coachways routes, there is no doubt that existing services can be co-ordinated in both British Columbia and Alberta. As a result of the Coachways services being added to Greyhound's existing network, Greyhound has a route network extending from North Bay to Alaska, controls almost all inter-city travel by road in Western Canada and has a virtual monopoly of non-urban bus business in Alberta.





## CHAPTER IV

### SASKATCHEWAN

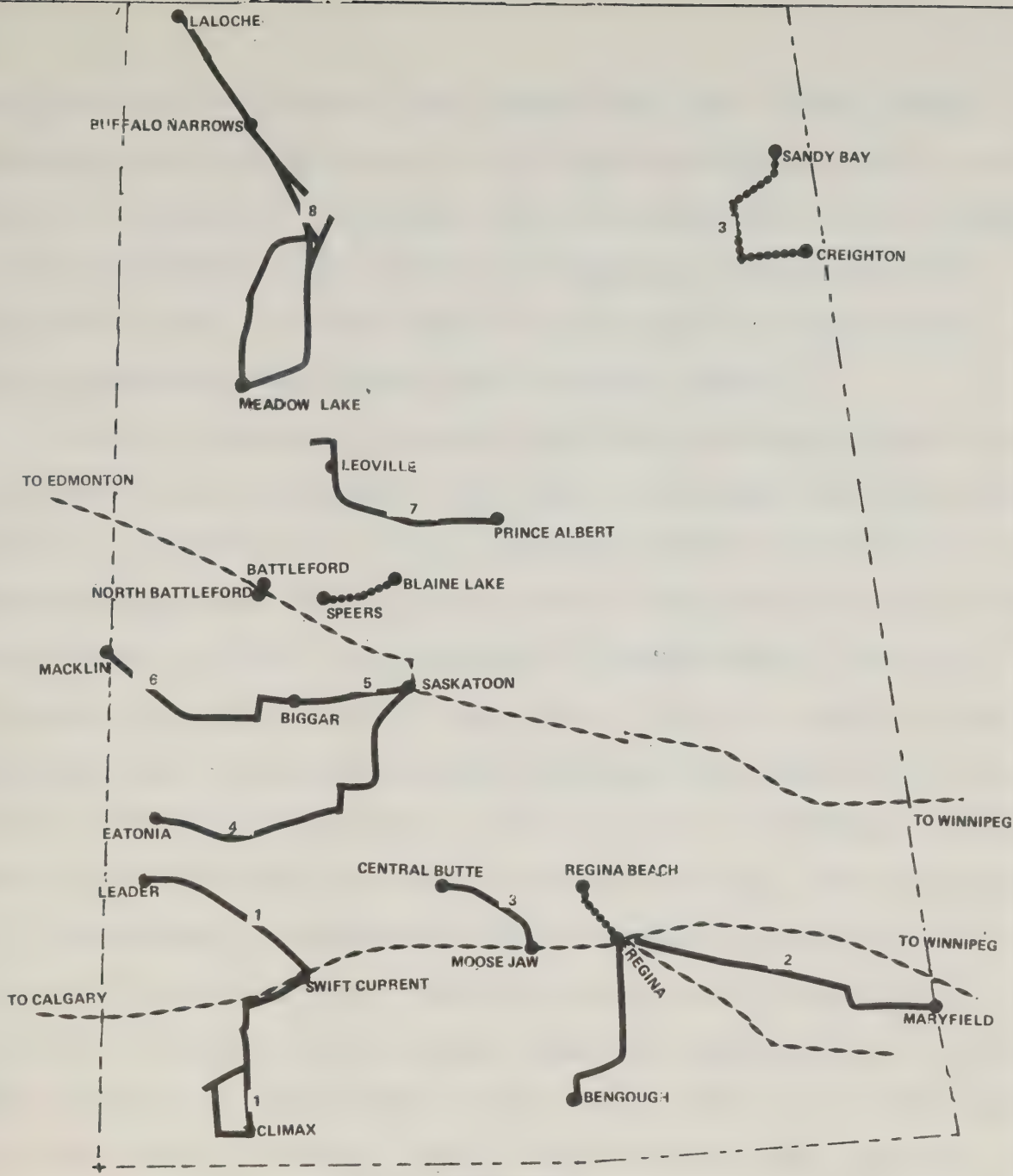
Twenty-three companies provide bus services in Saskatchewan. Operations are dominated by the Provincial Crown Corporation, Saskatchewan Transportation Company, which is the sample company described later in this chapter. The only other Class I carrier in Saskatchewan is Greyhound which operates the through trans-province services (see p. 11). Of the remaining carriers eight are small regional companies, and the rest are local operators.

#### Small Regional Carriers

Eight companies hold intra-provincial licences for regular route and charter operations in Saskatchewan. The regular route services supplement the S.T.C. routes and are generally on routes over which the S.T.C. would find it uneconomic to operate. Indeed, some of them are routes which S.T.C. formerly operated but later withdrew. As a result the number, route and owner of such operations changes frequently e.g. until mid-1966 Beacon Bus Lines operated from Moose Jaw to Outlook; similarly the ownership of Western Trailways Motor Coach Lines, Ltd., changed during 1967.

All eight operators run out of the larger towns, their routes tending to "fill in" the radiating pattern of S.T.C. routes. Most services run into the large towns in the morning and out at night. In the south of the province three companies provide feeder service from towns on the Trans-Canada Highway: Leader-Climax Bus Lines runs five days a week from Swift Current north-west to Leader





OTHER OPERATORS

REGIONAL OPERATORS

1. LEADER-CLIMAX BUS LINES LTD.
2. MOOSE MOUNTAIN BUS LINES LTD.
3. BUTTE BUS LINES, LTD.
4. WESTERN TRAILWAYS
5. STANG'S MOTORWAYS
6. G. PETIG
7. CROSSLAND COACHWAYS
8. NORTHLAND BUS LINES, LTD.

SMALL LOCAL OPERATORS

1. C. A. GEIB
2. WAGNER BUS LINES
3. L. J. WOODS
4. M. P. DUTCHAK

OUT-OF-PROVINCE CARRIERS

GREYHOUND LINES





and south-west to Eastend (via Climax two days a week); Moose Mountain Bus Lines operates a daily (except Sunday) service from Regina to Maryfield (155 miles) in the south-east of the province and twice weekly service south to Bengough (93 miles); and Butte Bus Lines is a five times a week service on the 59 mile route north-west from Moose Jaw to Central Butte.

West of Saskatoon, Western Trailways operates a daily (except Sunday) service to Eatonias, and Stang's Motorways operate a similar service to Macklin. G. Petig duplicated part of this latter route between Biggar and Macklin until early 1968, after which his work was leased to S.T.C. In the north of Saskatchewan, Crossland Coachways run thrice weekly from Prince Albert to Leoville and Northland Bus Lines operates two services from Meadow Lake to Buffalo Narrows and LaLoche: one via St. Cyr and Green Lake (on Mondays and Fridays) the other by way of Cole Bay (Wednesday only).

Most small regional and rural operators in Canada do not bother to advertise their service to any extent away from the actual route of operation as few people would be interested in the service and the costs of advertising would not be justified by additional revenues thus generated. However most of the eight operators noted above run to points on the Saskatchewan Transportation Company or Greyhound systems and six of them advertise in Canadian Bus Guide.

#### Other Operators

Examples of small local operators in Saskatchewan are C.A. Geib, who offers transit-type service between Battleford and North Battleford and Wagner Bus Lines, which runs from Regina to Regina Beach, on Last Mountain Lake. The latter is a regular route



operation required as a condition of the licence which permits Wagner Bus Lines extensive charter rights to Regina Beach. In the north-east, L. J. Woods works down from Sandy Bay to Creighton, on the Manitoba border. M.P. Dutchak and A. Levasseur provide rural services in the province, the former from Blaine Lake to Speers and the latter from Stoney Rapids to Black Lake.

Some operators are under contract to transport miners or factory workers e.g. N.N. Galatiuk (Gerald to I.M.C. mine) and E&B Bus Co. Ltd. (Little Black Bear Indian Reserve to the Swift Plant at Melville.) One carrier in Saskatchewan has charter privileges only: Humboldt Recreation Board (Humboldt).

Regulation of the bus operators in Saskatchewan is by the Highway Traffic Board under the Vehicles Act. Contrary to method of operation in other provinces no Saskatchewan or out-of-province bus companies enjoy off-route charter rights into, out of or through the Province. All charter operations by non-resident bus companies may obtain a permit for each trip by obtaining approval of the Board for that trip.

#### SASKATCHEWAN TRANSPORTATION COMPANY

Saskatchewan Transportation Company (S.T.C.) is a Crown Corporation of the Province of Saskatchewan operating inter-city and local services in that province. It acts as a feeder and distributor to the two east - west Greyhound routes and the C.N.R. and C.P.R. transcontinental services. The pattern of operations is based on Regina, Saskatoon and Prince Albert, services generally





being on a once daily basis, into the cities during the morning and out during the evening hours. Saskatchewan Transportation Company is almost completely intra-provincial, operating only 26 miles of regular route in Manitoba to link with the Manitoba Motor Transit system at Flin Flon. Pool operations take S.T.C. buses to Calgary, Alberta (with Greyhound) and Winnipeg, Manitoba (Grey Goose).

#### A. Services

Saskatchewan Transportation Company's services are almost all radial from Regina, Saskatoon and Prince Albert and are once daily in each direction unless otherwise noted.

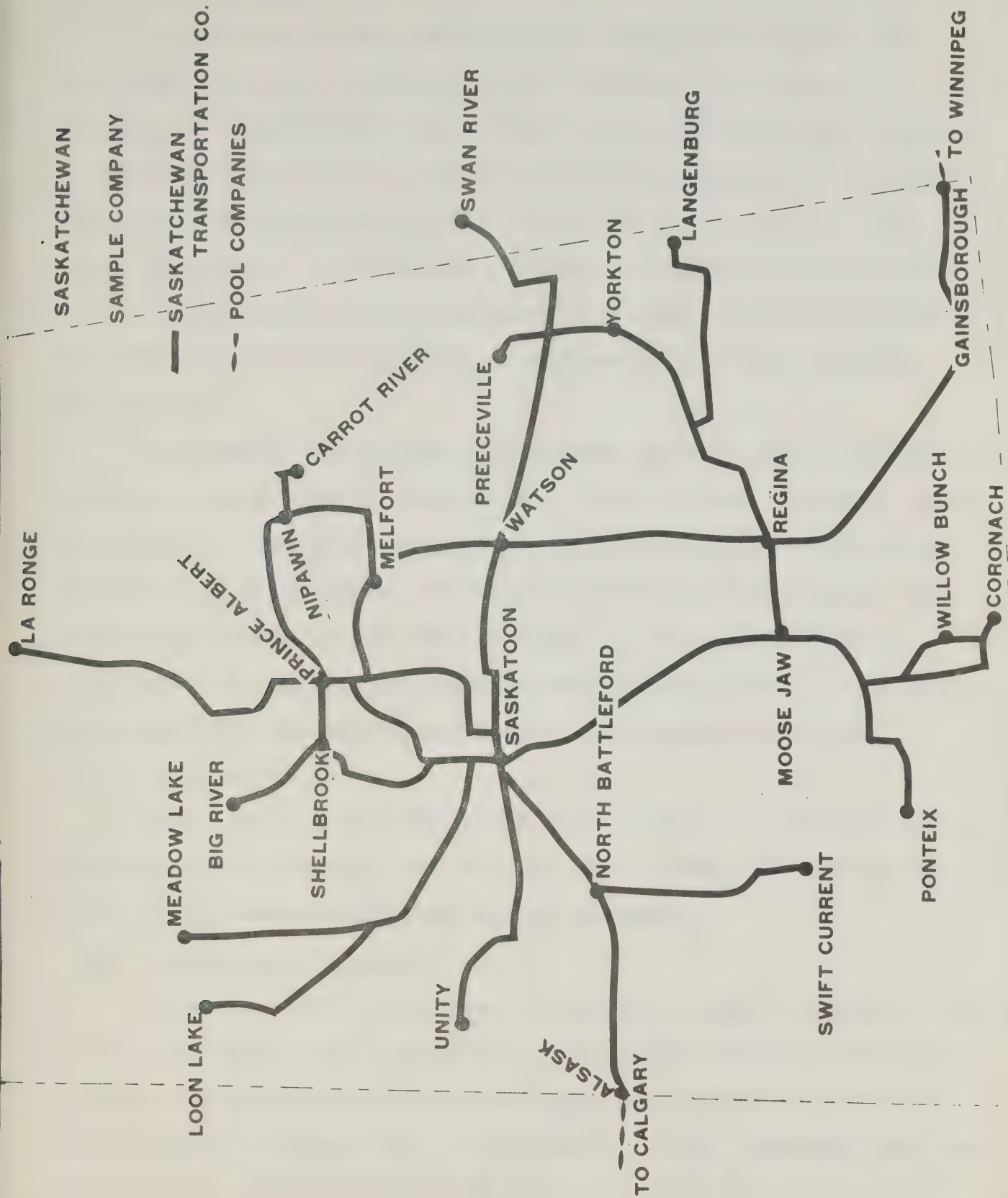
##### (i) Inter-City Routes

Four inter-city services are operated, two as pools. The intra-Saskatchewan routes are from Regina to Saskatoon and Saskatoon to Prince Albert. The Regina-Saskatoon run (157 miles) is the heaviest on S.T.C.'s schedule with 4 runs daily in each direction. Of the four, one is a non-stop express (3 hrs. running time) and one a semi-express (3 hrs. 15 mins.), one runs via Moose Jaw (4 hrs. 20 mins.) and the fourth has a connection from Moose Jaw at Chamberlain (Friday and Sunday only).

There are 3 daily buses from Saskatoon to Prince Albert (102 miles) via the direct route along Hwy. 11. All of these are local coaches.

The inter-city pool service to Calgary is an extension of the Saskatoon to Alsask radial service and runs once daily. That to Winnipeg is similarly an extension of the Regina to Gainsborough service, the once-daily through bus being supplemented by a second local service as far as Carnduff.







(ii) Radial Routes

In addition to the inter-city (i) and linked radial (iii) services, there are six local radial services from Regina: to Preeceville, Swan River, Langenburg, Ponteix, Coronach and Lanigan. The morning departure to Swan River and the evening one to Preeceville together give twice daily service as far as Canora. Similarly the Ponteix and Coronach services give twice daily service as far as Mossbank; the latter service divides south of Assiniboia to serve different settlements on alternate days e.g. Rockglen, Willow Bunch.

Five radial routes run west, north and east out of Saskatoon to Unity, Swift Current, Meadow Lake, Prince Albert via Shellbrook, and Yorkton. The Swift Current bus together with the Calgary pool run provides twice daily service to Rosetown, and the Meadow Lake and Prince Albert routes provide links to Loon Lake (at North Battleford) and Big River (at Shellbrook) respectively. The Yorkton coach runs via Wadena and Kuroki and furnishes a link at Canora to Swan River.

From Prince Albert there are three radials: to Carrot River, Big River and La Ronge. All run six days a week, and all but the last provide connections from and to Saskatoon.

(iii) Linked Radial Routes

The area east of Saskatoon and north of Regina is served from both these cities by a series of inter-locking routes focussing on Watson and Melfort i.e. from both Regina and Saskatoon services are operated to Watson (and to Kelvington on the Saskatoon run) and to Melfort. At Melfort this service links with the Saskatoon to





St. Louis to Melfort service and extends to Nipawin; there is also a link from St. Louis to Prince Albert.

#### B. Equipment

The Saskatchewan Transportation Company has a fleet of 50 coaches made up of M.C.I. Challengers, Western Flyer Canuck 500's and 600's, and General Motors PD-4107's.

Maximum utilization of vehicles is the aim of the company and there is no specific operation of particular vehicles or group of vehicles, although older buses may be found on the marginal routes.

#### C. History

Saskatchewan Transportation Company was set up in 1946 by merging local Greyhound services in Saskatchewan with four or five private companies' operations. Not all local services within the province are operated by S.T.C., as can be seen from the map of other operators services. As in other provinces there are a number of small one-route operators. Greyhound continues to operate only the Winnipeg-Regina-Calgary, Winnipeg-Saskatoon-Edmonton, and Redvers-Stoughton-Regina services through Saskatchewan.

As a result of its many services, S.T.C. has a number of marginal operations. All routes are accounted separately so as to maintain accurate statistics of such operations and, if found both uneconomic and socially unnecessary, a particular route may be abandoned.

On the other hand, the growth of new industries in Saskatchewan has created a demand for new bus services in several areas. As a result the route map of Saskatchewan Transportation has changed considerably during its 22 year history e.g. in 1962, the





Photo Courtesy of Western Flyer Coach Ltd. and Saskatchewan Transportation Co.

WESTERN FLYER CANUCK 500





Saskatoon to Eatonia and North Battleford to Marsden marginal routes were discontinued and passed to local operators, while in the same year construction of a new bridge across the North Saskatchewan River permitted a new route to be opened from Saskatoon to Shellbrook. Similarly in 1967 a franchise was obtained to link Canora and Wadena.

#### D. Environmental Considerations

1. As with other Crown Corporations operating transport facilities, Saskatchewan Transportation Company has certain problems not found in a private operation e.g. demands at the political level for bus service to communities that are unable to economically sustain a service; also, as the profits are not fed back into the company, special provisions for replacement of the fleet are sometimes necessary. However, as S.T.C. is required to work as an economic unit, these problems can usually be overcome. The main problem is that of continued operation of marginal services.

2. Because Greyhound has the east-west operations in Saskatchewan, construction of the Trans-Canada Highway brought no direct benefits to S.T.C. However, there has been an increase in transfer traffic at Regina (Greyhound uses the S.T.C. depot), particularly after the C.P.R. dropped the 'Dominion' transcontinental train.

3. As noted, the regular route operation of the Saskatchewan Transportation Company is almost completely intra-provincial, but the company does considerable charter work into other provinces and the United States, as well as within the province. There are also special escorted tours within Saskatchewan.



4. Despite competition from two Trans-Air flights and two CNR rail-liners daily, the S.T.C. carries over 65,000 persons annually between Regina and Saskatoon, thus holding their own among the public carriers. Timings are similar, but the bus has had an advantage over rail from Regina to Saskatoon since the railway station was relocated on the outskirts of the latter city. The only other public transport competition faced by S.T.C. is between Saskatoon and Prince Albert, Saskatoon and North Battleford, and Regina and Moose Jaw. The possibility of express bus operation between Regina-Saskatoon-Edmonton could well become a possibility if the CN transcontinental service declines in the future.

5. One problem to be faced by S.T.C. is whether to remain on the highway and provide faster service, or to continue to run into the smaller villages along a route, giving more convenient but slower service. Where there is more than one run a day both types can be scheduled, but as most services run once daily the decision has to be made by the management after considering all relevant factors in each case.

6. Women make up 75% to 80% of the patronage of S.T.C., many of them on shopping trips. A large group of single women travel home from the towns at weekends. Express traffic carried by the company is still increasing e.g. the revenues doubled between 1961 and 1967. S.T.C. were the pioneers of C.O.D. bus express traffic and found considerable traffic in spares e.g. for vehicles, TVs, appliances. Express traffic generates about one-third of the direct operating costs, and illustrates the value of this traffic to a bus company.



7. One interesting source of incidental revenue for Saskatchewan Transportation Company is the rental of heated garage space in winter to trucks from the southern United States.





## CHAPTER V

### MANITOBA

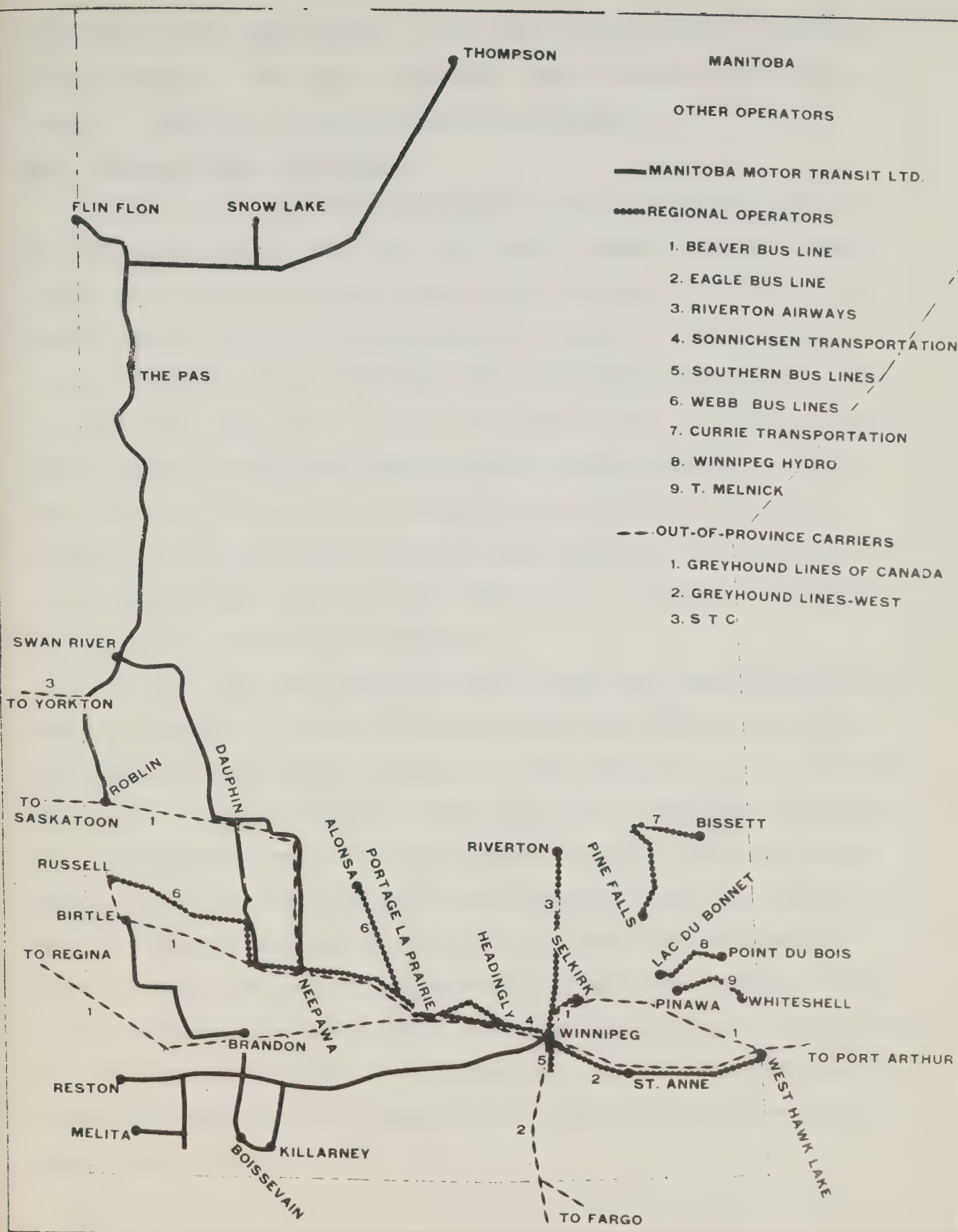
There are 23 bus lines offering service in Manitoba, three of them from outside the province. Three large companies dominate the province - Greyhound, Grey Goose and Manitoba Motor Transit - with most services centred on Winnipeg. These operations are supplemented by a number of smaller carriers operating outer suburban trips from Winnipeg, and the pattern of Manitoba's bus routes is completed by services from smaller towns e.g. The Pas, Churchill.

#### Large Companies

The services of three large companies run into Manitoba and are licensed by the Motor Transport Board. Their operations are described in detail elsewhere in the report - Greyhound Lines of Canada Ltd. (see p. 10-11), Greyhound Lines-West (see p. 18) and Saskatchewan Transportation Co. Greyhound's trans-continental service and the Greyhound-West run from Fargo, N.D. are clearly extra-provincial but S.T.C. operates its own service for only a few miles into Manitoba (see p. 46) to link with the Manitoba Motor Transit system at Flin Flon, although they also operate a pool service with Grey Goose between Winnipeg and Regina.

Two large companies have their headquarters in Manitoba: Grey Goose Bus Lines in Winnipeg and Manitoba Motor Transit in Brandon. Grey Goose is an extra-provincial company and is selected as the sample company in Manitoba (see p. 54). Manitoba Motor Transit operates seven services in the western part of the province, two of them on lease from Greyhound, and all radiating from a trunk









route which runs from Brandon to Flin Flon e.g. Brandon to Birtle (except Sunday). The Pas to Thompson (daily), Roblin to Swan River (daily). All M.M.T. routes are intra-provincial.

#### Small Regular-Route Operators

Eight small operators run regular services between towns in Manitoba and seven of them have incidental charter rights. Beaver Bus Lines is a fairly large concern which operates a 22 mile inter-urban commuter service from Winnipeg to Selkirk. The smaller carriers with services radiating from Winnipeg are Eagle Bus Lines (to West Hawk Lake and St. Anne, both once daily), Riverton Airways (to Riverton), Sonnichsen Transportation (to Headingly), Southern Bus Lines (St. Vital to St. Adolphe); the latter two are outer suburban. Webb Bus Lines operate a local service out of Portage la Prairie and two services from Winnipeg (to Alonsa and to Russell) on franchises leased from Greyhound.

The two other bus operators are in the less densely populated parts of Manitoba: Currie Transportation (Pine Falls to Bissett) and North Star Bus Lines (Churchill to Fort Churchill). In addition two regular route licencees operate services to and from industrial and construction sites: Winnipeg Hydro (Point du Bois to Lac du Bonnet) and T. Melnick (Pinawa to the Nuclear Plant Site and Whiteshell). Melnick also has a licence to charter from Whitemouth. There are six 'charters only' operators in Manitoba, three in the north: Northern Bus Lines (Flin Flon), Olfrey Bus Lines (Swan River) and Thompson Cab and Bus Lines (Thompson), and three in the south: Dougeen Enterprises Ltd. (Dauphin), A.E. Hall (Killarney) and Knox Shust (Shoal Lake).



Motor carriers for passengers in Manitoba are certificated by the Motor Transport Board under the Highway Traffic Act. Out-of-province carriers operating charters are exempt from regulation as long as they do not pick up and set down in Manitoba. D.B.S. statistics for Manitoba bus carriers are grouped with Alberta and Saskatchewan as Prairie Provinces.

### GREY GOOSE

Grey Goose Bus Lines Limited is an inter-provincial carrier based in Winnipeg. The company offers daily bus service to three-quarters of the province of Manitoba, and charters to all parts of Canada and the United States. It is a private company owned by the present President and General Manager and is a good example of a predominantly regional operator.

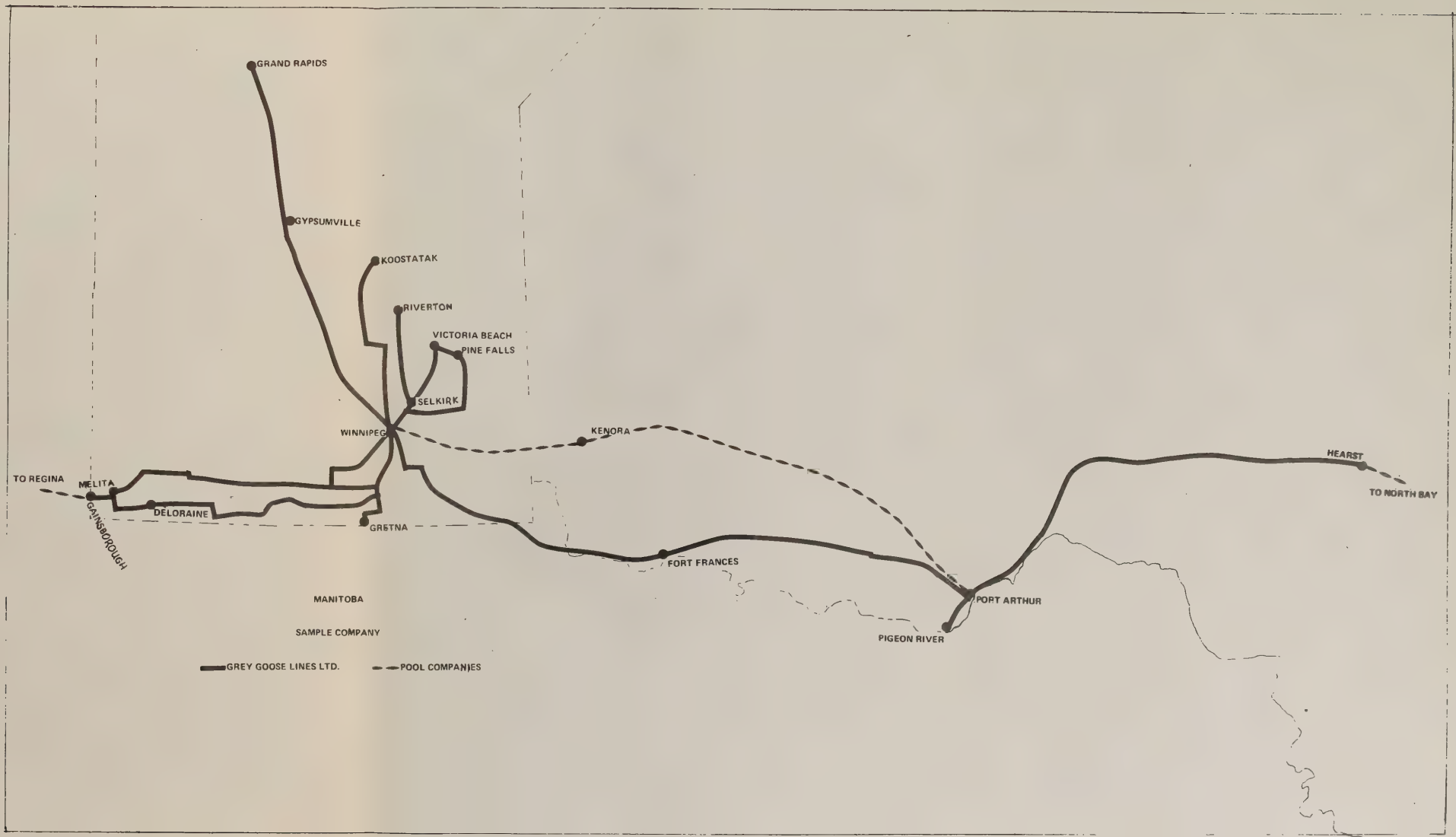
#### A. Services

The services can be divided into inter-provincial and regional services: with the former are pool services and all the regional services except one are in Manitoba.

##### (i) Inter-provincial routes

The longest service operated by Grey Goose is the 1100 mile run from Winnipeg to North Bay, operated jointly with Greyhound from Lakehead to Hearst and under pooling arrangements with Ontario Northland Transportation from Hearst to North Bay. Between Winnipeg and Port Arthur the route is south of Lake of the Woods, 40 miles or so through the State of Minnesota; there are two daily journeys in each direction as far as Port Arthur, one of them continuing as the through journey to Hearst and North Bay. This route provides an alternative service between Winnipeg and North Bay to that provided by Greyhound's Trans-Canada route.









West of Winnipeg a similar pool operation runs to Regina, linking the towns of southern Manitoba and south-eastern Saskatchewan e.g. Carman, LaRiviere, Boissevain, Doloraine, Gainsborough, Estevan and Weyburn. Although the licence for this service is actually Grey Goose, it is leased to Saskatchewan Transportation Company in that province and the service operated under pooling arrangements. There is one daily journey in each direction between Winnipeg and Regina with the stipulation that no through passengers are carried. This seems an unnecessary restriction as the journey via Gainsborough takes about 11 hours compared to about seven hours via the Trans-Canada Highway. In addition to the through run via Carman, there is a second daily short run as far as Deloraine which runs via Morris.

(ii) Regional services

The only regional service outside of Manitoba is the 44 mile run from Port Arthur to Pigeon River, which operates over the weekend from Friday to Monday. Connections are made at Pigeon River with the Northern Transportation Co. service to Duluth, Minnesota.

There are eight regional services in Manitoba, all radiating from Winnipeg and generally operating on a once daily basis e.g. to Melita (237 miles) via Somerset; to Gretna (80 miles); Arborg (69 miles); and Koostatak (120 miles). Daily service is provided to Gypsumville (165 miles), some weekday trips continuing northwards a further 112 miles to Grand Rapids. The Riverton daily service is supplemented by additional short trips at weekends as far as Gimli, while the most intensive service provided by Grey Goose is that to the eastern side of Lake Winnipeg: thrice daily to Pine Falls, two trips via Beausejour and Lac du Bonnet and an express via



the direct highway. A commuter run to East Lockport also supplements this service.

#### B. Equipment

The Grey Goose fleet consists of 29 inter-city buses, all diesel. The workhorses of the fleet are 16 Western Flyers and 8 Challengers. Western Flyer Coach is a private company owned by the Thiessen family, and is the oldest bus manufacturing company in Canada. Thus acquisition of Western Flyer coaches by Grey Goose provides a ready market for the vehicles in the same way as does acquisition of Challengers by Greyhound. Until recently the armed services were a big buyer of Western Flyer coaches but unification has reduced this market; to compensate this loss Western Flyer has moved into the highway bus, trolley coach and transit bus fields. The current highway vehicle is the Canuck 600, a 38 ft. by 8 ft. vehicle allowing 45 seats without washroom facilities or 43 with, but there is no doubt that a 40 ft. by 8 ft. 6 in. Western Flyer will replace the Canuck 600.

#### C. History

Grey Goose has long been established in the Winnipeg area. The company started in 1924 as Red River Motor Coach. Three other companies came later: Grey Goose Lines, Thiessen Bus Lines and Inter-Lake Bus Lines. These four companies were combined and for a time were known as Thiessen-Grey Goose-Red River Line, finally setting on the present name of Grey Goose Bus Lines Ltd. On January 1, 1967, International Transit Ltd. was taken over and the operation of the Port Arthur to Pigeon River run passed to Grey Goose.





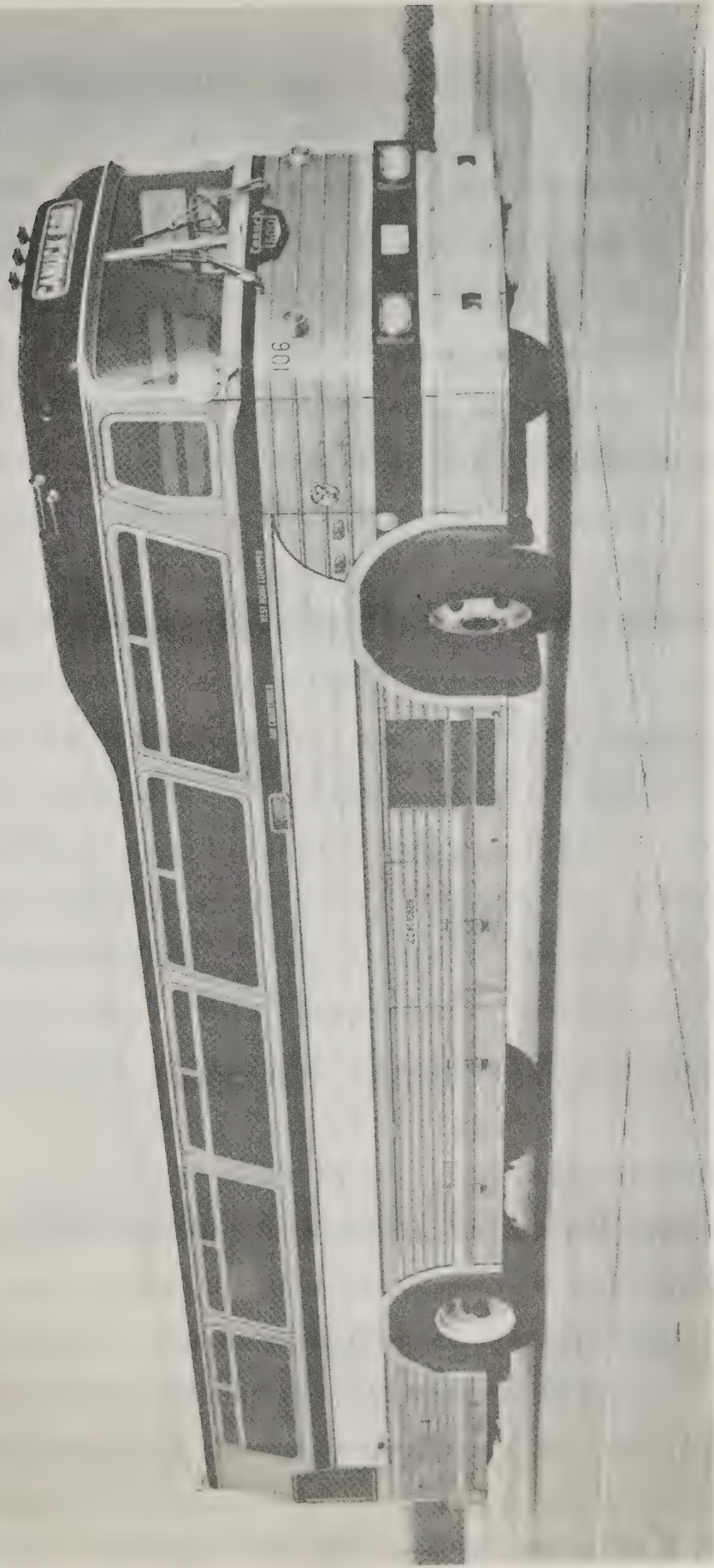


Photo Courtesy of Western Flyer Coach Ltd.

WESTERN FLYER CANUCK 600



#### D. Environmental Considerations

1. The opening of the Trans-Canada Highway across the northern end of Lake Superior, and construction of the new Rainy River Causeway providing a new through route from the Lakehead to Winnipeg, have both brought new traffic to Grey Goose, the former by bringing new bus traffic from the east to Winnipeg, and the latter enabling Grey Goose to reach the Lakehead and, further on, Northern Ontario. A new road linking Grand Rapids to the Thompson Highway at Ponton has been proposed and would bring similar benefits to Northern Manitoba.

2. All charters operated by Grey Goose are extra-provincial and account for about 20% of the company's revenues. In total, extra-provincial operations account for about 40% of revenues. Operation in the United States is limited to charters and the highway corridor operation running across northern Minnesota.<sup>1</sup>

3. The radial daily services out of Winnipeg are a traditional form of service linking the chief city of the province with outlying towns and villages. This pattern has a close parallel in the trucking operations of Manitoba which similarly radiate out of Winnipeg.

4. In the area served by Grey Goose, it is estimated that about 15% of all surface travel is by public transport. The competition for Grey Goose for this 15% comes from both railway companies and Greyhound e.g. between the Lakehead and Winnipeg, about 75% of the traffic is rail (mainly CPR, the CNR's share is negligible) the remaining 25% shared by Greyhound and Grey Goose.

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<sup>1</sup> Although for a short time in 1968, the company operated a daily service from Winnipeg to Detroit Lakes, Minn.



On most of the radial routes Grey Goose is the only carrier.

5. About 90% of the patronage on Grey Goose services is women and girls - the highest figure noted in these sample studies.





## CHAPTER VI

### ONTARIO

The framework of the inter-city bus industry in Ontario reflects the fact that it is the most urbanized and populous of all the Canadian provinces. A number of major companies are centred in Southern Ontario, with smaller regional and local lines sandwiched in between them. The less densely populated areas to the north are served by a combination of through routes operated by major carriers, a provincial Crown Corporation, and feeder routes operated by smaller carriers. In all, there are 537 bus firms in Ontario with Public Vehicle Operating Licenses. Of these, 316 conduct intra-provincial services only, while 221 companies (both Ontario-based and out-of-province) have extra-provincial operating rights.

#### A. Large Companies

##### 1. Ontario-based

Of the eleven principal companies operating in Ontario, five are domiciled within the province. Four of these - Voyageur Colonial, Gray Coach Lines, Canada Coach Lines and Charterways - conduct extra-provincial regular route and charter services while the fifth, Ontario Northland Transportation Co. is an intra-provincial scheduled carrier with extra-provincial charter rights.

a) Voyageur Colonial, Ltd. is a Provincial Transport Enterprises company working out of Ottawa; it is the sample company whose operations are described at the end of this chapter.

b) Gray Coach Lines Ltd., a wholly-owned subsidiary of the Toronto Transit Commission, has its headquarters in Toronto and operates a total of 20 routes radiating from that city. To the



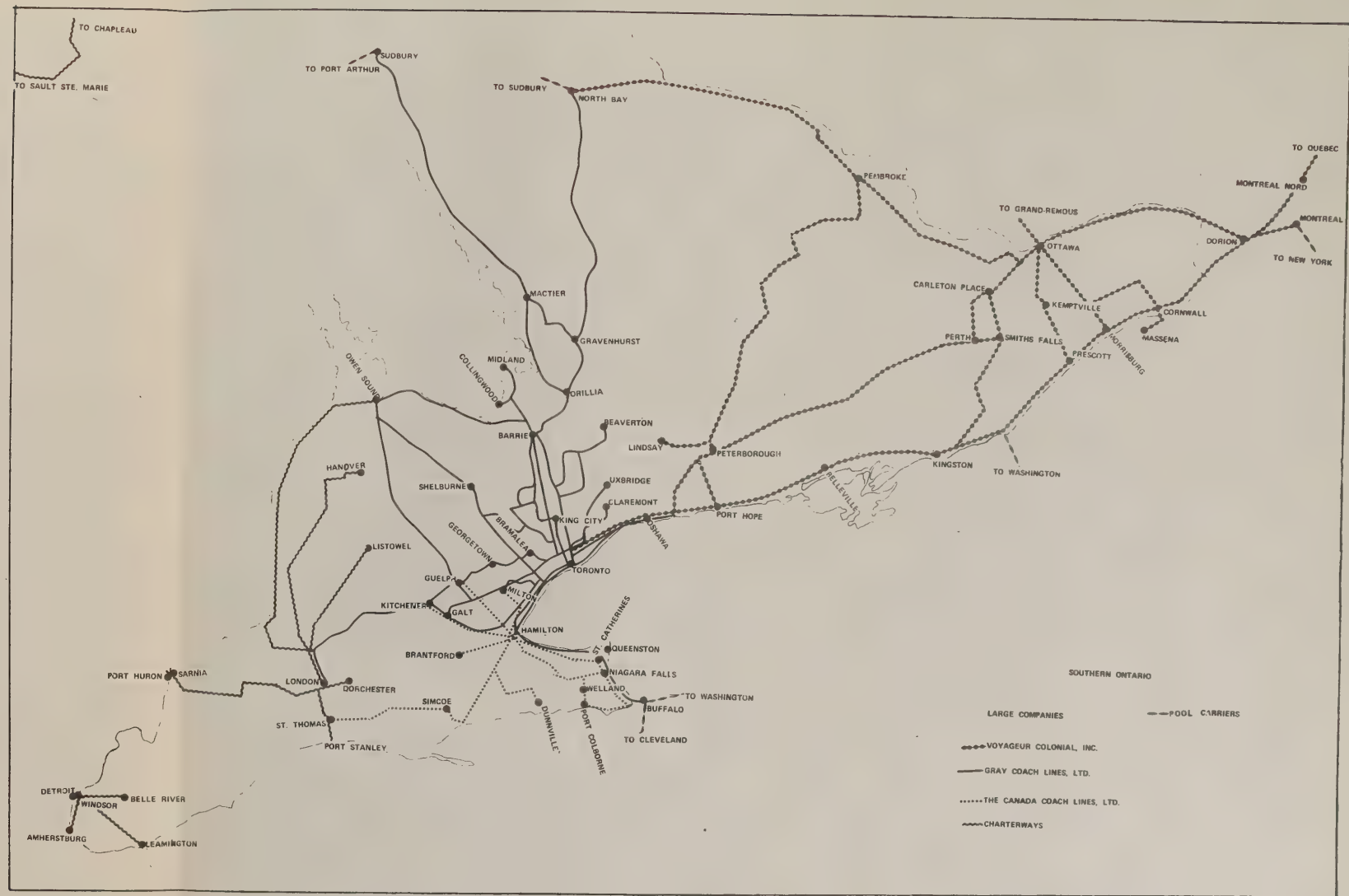
south, 10 trips daily run to Buffalo via Niagara Falls; 4 are through coaches from Toronto to New York, and one is a through service to Pittsburgh and Washington. One of the Buffalo trips is a through run from Montreal, as a pool service with Colonial while the New York and Washington services are pool trips with Greyhound Lines-East. The remaining Buffalo journeys are local runs and are supplemented by short trips to Niagara Falls.

Gray Coach's most intensive service runs southwestward; 43 trips daily to Hamilton, 45 miles away. Twenty-six of these are local services and operate on the Lakeshore Blvd. via Oakville and Burlington. In addition, there is one short trip as far as Oakville. All other Hamilton runs follow the Queen Elizabeth Way: 10 non-stop (taking 65 minutes), 5 semi-express (one via Burlington) and 2 local trips, supplemented by 2 trips to Oakville. This heavy scheduling allows the service to operate from 6:00 a.m. to midnight with one bus leaving by each route every hour; it is also liberally supplemented on week-ends.

To the west the company operates twice a day to Milton and four times a day to Stratford and London. The London coaches travel by the Gardiner Expressway or through Brampton and Georgetown; all four trips provide connections at London from such towns as Guelph, Kitchener and Stratford to Detroit (via Eastern Canadian Greyhound Lines). Several other services also utilize these routes for all or part of their journeys. For example, 6 buses a day operate to Brampton; 4 run via the Expressway and Highway 27, and two go by way of Cooksville. Three of these trips continue on - one to Georgetown and two to Guelph; the Guelph service is supplemented by two direct coaches via the MacDonald-Cartier freeway. In addition, five trips per day leave Toronto for Kitchener, with two









continuing on to Stratford; this Stratford service is stepped up considerably during the Festival months.

Gray Coach also uses this Brampton-Guelph route to work north to Georgian Bay at Owen Sound. Two coaches run via Guelph and Durham while other Owen Sound trips go by way of Barrie and Collingwood (2) and Orangeville and Shelburne (2). As well, 2 wandering routes stop at the numerous little towns north of Toronto: Toronto-Woodbridge-Bolton-Orangeville-Grand Valley, and Toronto-King City-Schomberg-Cookstown-Alliston-Barrie. Beyond Barrie, operations continue into the Muskoka region, with three Toronto buses daily arriving in Penetanguishene. In addition, services run up the east side of Lake Simcoe to Beaverton, two via Aurora and one via the Don Mills Road and Gormley; extra trips, e.g. to Newmarket and Sutton, supplement these runs. Frequency of service on all Georgian Bay and Muskoka routes increases on week-ends and during the summer to handle the sizable influx of tourists to resorts in the area.

Gray Coach Lines operates the link from Toronto to Sudbury in connection with Greyhound's transcontinental service. Three coaches (two following the Trans-Canada Highway closely, one branching off through Gravenhurst) cover the 270 mile stretch in about six hours; Greyhound then operates the pool for the remaining 2606 routes to Vancouver. Gray Coach also controls the first lap of the alternative Toronto-North Bay-Port Arthur route; from Toronto to Hearst, under a pooling arrangement with the Ontario Northland Transportation Commission. Through services operate Toronto-Hearst (once a day) and Toronto-Timmins (twice a day) over and above local services to Barrie, to Orillia, to Huntsville and to North Bay.



East of Toronto, five buses per day run to Markham where four of them continue on in diverging directions - three to Uxbridge, one to Claremont. The only other Gray Coach route in this direction extends from Toronto to Oshawa; it follows closely along the north shore of Lake Ontario. The nine express runs via the Don Valley Parkway take 70 minutes for the 34 mile run, while the sixteen local trips via Highway 2 take 20 minutes longer.

c) Canada Coach Lines Ltd. has a multi-directional pattern of operations, not unlike that of Gray Coach Lines but focussed on Hamilton. Like Gray Coach, Canada Coach Lines is a wholly-owned subsidiary of a city transit operator, in this case the Hamilton Street Railway Co. Its main route stretches south to Buffalo, New York: eight buses leave Hamilton daily, six of them extending from Kitchener. Short trips operate from Hamilton to St. Catharines, Hamilton to Niagara Falls and Niagara Falls to Buffalo. One of the evening departures from Hamilton is a through New York bus under a pooling alliance with Greyhound Lines-East; several of the other Buffalo trips also make connections for New York via Greyhound. The company also has a second international route to Buffalo from Welland through Port Colborne and Crystal Beach (once daily, plus short trips). Other link services in this district include Hamilton-Welland (46 miles) Niagara Falls-Welland (17 miles) and Hamilton-Dunnville (40 miles). The Canada Coach route pattern meshes with that of Greyhound and Gray Coach in places other than the Niagara Peninsula. Buses run to Guelph six times per day, and between Galt and Preston, and





Galt and Kitchener (half-hour service to both cities); another route extends east to Burlington and Milton on Saturdays only.

Remaining routes connect Hamilton with Brantford and with St. Thomas, and a commuter service links the city with Water-down, eight miles away. As outer suburban operators, both Gray Coach and Canada Coach operate a larger proportion of regular interval services than is currently found in Canadian inter-city bus companies.

d) Charterways Limited is a composite firm with three regular route bus divisions: Skinner School Bus Lines, Sarlon Coach Lines and Niagara Coach Lines. Skinner Lines is the largest of the three, with services diffusing from London into the surrounding cities; to Hanover and to Dorchester (once daily and twice daily), to Listowel and to Aylmer (weekends only and four times daily). A string of connecting services link Windsor with nearby towns, e.g. Leamington, Amherstburg, Belle River, while in the east buses run thrice daily to Niagara-on-the-Lake from St. Catharines, one going through to Queenston on Fridays and Saturdays. Two more northerly operations round out the pattern of Skinner's services: London to Owen Sound, and Chapleau to Sault Ste. Marie, feeding into the Trans-Canada Highway route at Thessalon. This latter route seems out of place when considered in conjunction with the company's other services; it is 500 miles from London, the nucleus of Skinner Lines' operations.

Sarlon Coach Lines operates two daily coaches from London through to Sarnia, Ontario and Port Huron, Michigan. Connections



are made at Port Huron for Flint and Chicago (Valley Coach Lines and Indian Trails) and Detroit (Greyhound Lines-East). This route provides limited competition for Eastern Canadian Greyhound's route between London and Detroit via Windsor.

Niagara Coach Lines maintains a short link service from St. Catharines to Niagara Falls, while other Charterways subsidiaries provide local services in the Ottawa area.

The Ontario Northland Transportation Commission is the remaining principal carrier with operations based in Ontario. It holds extra-provincial charter rights but only operates intra-provincial scheduled services. Ontario Northland Transportation Commission, a provincial Crown Corporation, operates bus, rail and trucking services in Northeastern Ontario servicing the mining towns along the Quebec-Ontario border.

The main Ontario Northland inter-city line is from North Bay to Port Arthur via Hearst, operated jointly by Ontario Northland, Greyhound and Grey Goose. It complements Greyhound's Lake Superior bus route through much less densely populated territory; one coach per day travels this road, augmented by short trips. Ontario Northland also operates routes from Elk Lake Station to New Liskeard Station, and from Timmins Station to Wawa on Lake Superior.

## 2. Other Major Operators

Several major companies licensed to operate regular route services in Ontario are based in other provinces and in the United States.

Greyhound Lines of Canada,<sup>1</sup> with headquarters in Alberta,

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<sup>1</sup> See p. 10





runs its transcontinental Vancouver service west from North Bay. Eastern Canadian Greyhound also conducts operations in Ontario, from Toronto to Detroit and from Buffalo to Detroit.

Grey Goose Lines,<sup>2</sup> a Manitoba based company, works from Winnipeg across the new Rainy River Causeway to Port Arthur, with a side trip to Pigeon River. The eastward continuation of this route from Port Arthur to North Bay, is operated jointly with Greyhound and Ontario Northland Transportation, as noted above.

Voyageur Abitibi, Inc., a Provincial Transport Enterprises Company serving Western Quebec, operates a route extending northwest from Montreal, through the Clay Belt towns to Kirkland Lake, Ontario. At Val D'Or, a branch line reaches south to North Bay, Ontario.

Finally, Northern Transportation, an American regional carrier serving Minnesota, operates two through coaches daily from Minneapolis to Fort Frances, Ontario, just across the international boundary.

### 3. Charter Operations

Other large companies conducting operations in Ontario do so on charter trips only. Examples of such outside carriers are Voyageur Provincial, Inc. (Quebec), American Bus Lines, Inc. (Nebraska), and Continental Trailways (Texas).

### B. Regional Companies

#### 1. Ontario-based

In Ontario, unlike the other provinces except Quebec, carriers

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<sup>2</sup> See p. 54



with a geographically limited sphere of operations are usually large concerns; with some exceptions, the revenue produced generally places them in D.B.S. Class I. There is only one regional bus line with both extra-provincial regular route and charter rights: Two Cities Transit Company, which operates a bridge service between Sault Ste. Marie, Ontario and its twin city in Michigan.

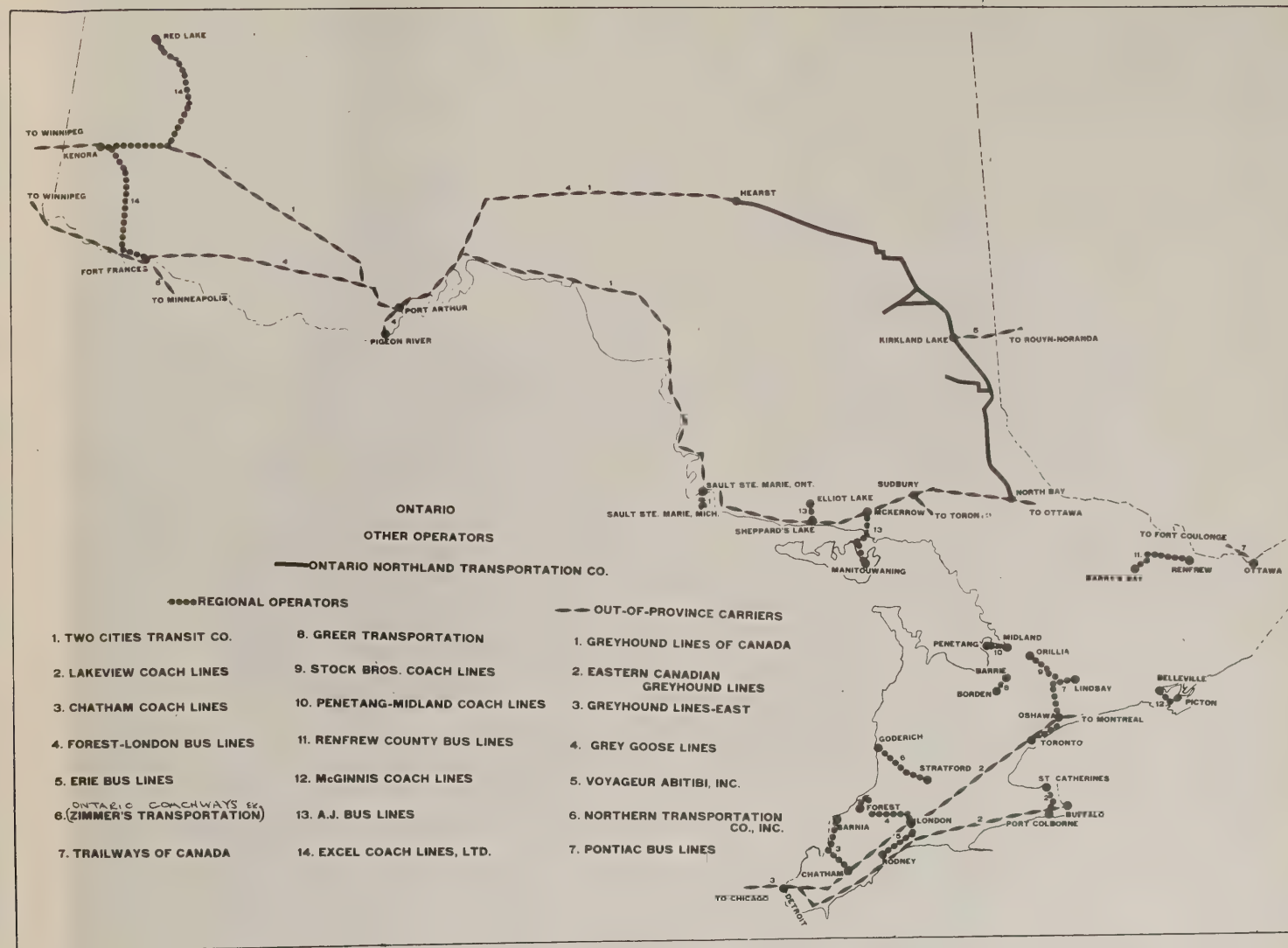
There are, however, thirteen bus lines licensed for regular route service within Ontario and with charter rights to operate beyond the provincial boundary.

In the Niagara peninsula, Lakeview Coach Lines operates an inter-urban line from Port Colborne to St. Catharines.

Chatham Coach Lines, runs two buses north from Chatham to Sarnia; north-east of this Forest-London Bus Lines operate daily from London to Forest, on Lake Huron. Erie Bus Lines run from Rodney to London while Ontario Coachways operate twice daily Goderich to Stratford, feeding into Charterway's Hanover-London service at Clinton. At Goderich there are connections for Kincardine, Southampton and Owen Sound (Charterways); and at London for Kitchener-Hamilton and Toronto (Gray Coach). The Goderich-Stratford service fluctuates seasonally and is well supplemented on weekends; the connections with other carriers illustrate the excellent bus service provided Stratford because of its strategic location in relation to a number of operators.

Just one regional firm runs out of the Toronto area: Trailways of Canada, with daily services to Cannington, Mt. Albert and Lindsay (the latter was formerly operated by Colonial) and a local service to Richmond Hill. Most of Trailways' business, however, stems from charter work.









Greer Transportation, Stock Bros. Coach Lines and Penetang-Midland Coach Lines all service the Lake Simcoe-Georgian Bay area north of Toronto. Greer conducts a short (18 mile) but busy route from Barrie to the Canadian Forces Base at Borden and Stock Bros. operates from Lindsay to Orillia. Penetang-Midland runs thrice daily from Orillia to Midland, and at half hour intervals between Midland and Penetang; it also works from Victoria Harbour, in the 10,000 Island Region to Midland. This is a tourist service, patronized by visitors on their way to the Martyrs' Shrine, outside Midland.

Furnishing regional service in Eastern Ontario are Renfrew County Bus Lines and Smith Bus Line Ltd., the former operating from Barry's Bay to Ottawa, the latter Belleville-Picton.

A. J. Bus Lines is a northern operator and connects Manitoulin Island to the mainland with a line from Manitowaning to McKerrow; it also operates a route from Sheppard's Lake to Elliot Lake, a distance of some 20 miles. Further west in north-western Ontario a regional carrier is Excel Coach Lines which runs north from Kenora to the gold mining town of Red Lake and south to Fort Frances.

## 2. Others

Two regional companies established outside Ontario conduct regular route services in the province. Pontiac Bus Lines, a Quebec-based firm, parallels the North Shore of the Ottawa River from Fort Coulonge to Hull and Ottawa. Thousand Island Bus Lines service part of Northern New York State and enter Canada in



a Washington-Ottawa pool trip with Greyhound Lines East and Colonial.

### 3. Charter Operations

Several regional operators from outside Ontario hold charter rights to operate into and through the province, e.g. Carrier et Frère, Ltée, Québec, and Badger Coaches Inc., Wisconsin.

### C. Small Operators

The routes of the 316 local firms in Ontario complete the picture of the province's bus services. Some of these smaller lines are intra-provincial operators with extra-provincial charter privileges, e.g. Essex Transportation Company (south-west Ontario), Lishman Coach Lines (Kitchener-Elmira), Shumacher Bus Lines (Timmins-Shumacher). Others operate only within the province. Some examples in the south are Parkinson Coach Lines (Brampton to Malton) and Exeter Coach Lines (Grand Bend to Exeter). Similar carriers in the northeast are Deluxe Coach Lines (North Bay area) and Healey Transportation (Smith Falls area).

There are also a number of small carriers licensed for charter operation only, e.g. O'Shea's Coach Line (Kingston), J.P. Laplante (Casselman).

Ontario licenses its intra-provincial carriers with the Ontario Highway Transport Board under the Public Vehicles Act and extra-provincial operators under the Motor Vehicle Transport Act. No fees need be paid if the vehicles are owned by non-residents of Ontario and which are either operated in Ontario on a scheduled service originating outside Ontario only within ten miles of the provincial boundary, or operated in Ontario exclusively on chartered trips originating outside Ontario.





## VOYAGEUR COLONIAL LTD.

Voyageur Colonial Ltd. is a member of the Provincial Transport Enterprises group, the road passenger transport subsidiary of Canada Steamship Lines and Power Corporation, and operates a mainly inter-city service from Ottawa, Ontario. The company is an extra-provincial operation, running scheduled service out of Ontario to Quebec and the United States. In Ontario, certificates are held under the old company name: Colonial Coach Lines, Ltd.

### A. Services

The operations of Colonial are concentrated in a triangle with its apices at Toronto, Montreal and Pembroke, with an extension north-westwards to North Bay. However, under pooling arrangements, routes extend to Chicago, Cleveland, Philadelphia, Miami, Washington, Sudbury and Quebec City. Services can be divided into three types; inter-urban operations (including pools), link services and local services. In addition there are several alternative routes duplicating the inter-city services.

#### (i) Inter-Urban Services

The principal operations of Colonial are the services linking North Bay and Ottawa with Montreal, Toronto with Ottawa, and Montreal with Toronto. All services are supplemented in summer and on Fridays and Sundays throughout the year; reference below is to basic weekday winter service.

The main line of the company is the 354 mile run between Toronto and Montreal. The fast service on this route using the MacDonald-Cartier Freeway takes approximately 6 1/2 hours;



# COLONIAL COACH LINES

This map illustrates the extensive network of Colonial Coach Lines across Ontario, Canada. The routes are marked with numbered lines, and major cities are indicated by squares. The map shows a dense web of connections, particularly in the southern and central regions, with routes extending north towards the Quebec border. Key cities shown include Toronto, Oshawa, Peterborough, Lindsay, Sudbury, Ottawa, and Montreal. The map also depicts various highways, including the 401, 404, and 407, and numerous smaller roads. Stops along the routes are marked with small circles and labeled with names like North Bay, Mattawa, Deau Rivieres, Stonecliffe, Deep River, Petawawa, Pembroke, Cobden, Eganville, Renfrew, Arrnprior, Carp, Carleton Place, Perth, Smith Falls, Elgin, Ogdensburg, Brockville, Kingston, Deseronto, Belleville, Trenton, Brighton, Coburne, Graffon, Port Hope, Newcastle, Whitby, Oshawa, Port Perry, Sunderland, and Lindsay. The map also shows the location of the 401, 404, and 407 highways, and the 401 and 404 are marked as Dual Highway. The 407 is marked as 1st Class. The map also shows the location of the 401, 404, and 407 highways, and the 401 and 404 are marked as Dual Highway. The 407 is marked as 1st Class.

**LEGEND**

- 401, 404, 407 Dual Highway
- 17 1st Class

MONTREAL



incorporating a 20 or 30 minute meal stop at Kingston. The stopping services run via Highway 2 connecting the small towns and villages on the north side of the St. Lawrence and Lake Ontario e.g. Cornwall, Prescott, Port Hope. Fast and slow services are interwoven to provide connections at Kingston with one another and are complicated by the fact that a service may be local from Montreal to Kingston and express thence to Toronto. The basic winter daily service consists of seven express trips Montreal to Toronto, three local runs and a number of short trips e.g. Kingston to Toronto, Montreal to Cornwall. The Ottawa-Kingston trips via Prescott and via Smiths Falls feed into this route, some trips operating through from Ottawa to Toronto via Smiths Falls. In addition, convenient connections serve places not on the main routes e.g. Ottawa-Smiths Falls-Perth; in most cases other operators provide this service e.g. Belleville-Picton (Smith Bus Line, Ltd.).

The other Colonial service running out of Montreal is the 358 mile route to Ottawa and North Bay. Between Montreal and Ottawa a basic weekday service of non-stop express buses runs along the south shore of the Ottawa River, running hourly in summer, but approximately every two hours in the winter months, the journey time being 2 1/4 hours; 2 of these are the through coaches from Miami and Philadelphia. The express service is supplemented by four trips to serve intermediate settlements e.g. Dorion, Hawkesbury, Rockland. West of Ottawa the service consists of four trips to North Bay: 3 through runs from Montreal to Sudbury which are





pool services with Greyhound; in summer Greyhound operates daily through from Montreal to Calgary under this pool. The fourth run is a through trip from Montreal to Hearst under a pooling arrangement with Ontario Northland.

Colonial operates a third inter-city service into Quebec province. In the summer months it is a through bus to Dorval Airport, Montreal North and Quebec City once a day. In the winter months it is rerouted to run Ottawa-Dorval Airport-Montreal and forms part of the even interval service. The arrival in Dorval in early evening is convenient for the evening departure of most trans-Atlantic flights.

Through services and connections between Ottawa and Toronto are available via Kingston as noted above but the main service between the two capitals is via Highways 7 and 115 or 7 and 45. Six expresses make this run daily, two calling at Peterborough, the others non-stop or with limited set down facilities. Journey time is five hours including a mid-journey rest stop of about 10 minutes. The territory along Highway 7 between Ottawa and Peterborough is sparsely populated so there is only one local Ottawa to Toronto trip daily. This basic service is supplemented by three express runs from Peterborough to Toronto; there is also a daily coach from Pembroke (see below). Licences are held for operation along Highway 37 between Actinolite Jct. and Highway 401 which provides an alternative route to Toronto. At present this route is not used as refreshment facilities cannot be adequately worked into the schedule.

#### 1a) Inter-Urban Pooling Arrangements

Inter-city services are extended by the provision of pooling arrangements, those from Montreal to Sudbury/Calgary (Greyhound)



and Montreal to Hearst (Ontario Northland) being noted above. Other arrangements with Greyhound include through operation from Montreal to Chicago, Ottawa to Washington (via Syracuse) and Ottawa to Philadelphia and Miami (via Montreal), all with Canadian Greyhound and/or Greyhound Lines-East. Thousand Island Bus Lines also shares in the Washington pool. Arrangements with Gray Coach Lines provide for through Montreal-Buffalo and Ottawa-Cleveland services while in co-operation with Voyageur Provincial through buses run from Toronto and from Ottawa to Quebec City. There is also a new pooling arrangement with Voyageur Quebec, providing through service from the Maritimes to Toronto.

## 2) Linking Services

Two north-south services link the main east to west trunk routes, in addition to the Ottawa-Prescott-Kingston and Ottawa-Smiths Falls-Kingston routes noted above. The 254 mile Pembroke to Toronto run is once a day service (supplemented at weekends) linking the villages north of Peterborough with Toronto e.g. Apsley, Bancroft, Barry's Bay; the route is a rambling one in order to link up each of these settlements. The other is a short (75 miles) link from Ottawa to Morrisburg and Cornwall - this is a twice daily service midweek but is stepped up considerably on weekends including one trip via Chesterville. In addition to this direct service, links from Ottawa to Cornwall are maintained via Prescott with a one hour longer travel time.

## 3) Local Services

Short trip locals operate on several of the routes outlined





above e.g. Ottawa to Winchester, Renfrew, Rockland, Arnprior and Kemptville. Most of these are commuter runs; they are a public service and not profitable. In May, 1969, Colonial began operating from Ottawa to Maniwaki and Grand-Remous, a run that had been served by Voyageur Abitibi since the CPR rail passenger service in the Gatineau valley was dropped in 1963. Colonial operates six trips per day (two of them express) as far as Maniwaki, with two continuing on to Grand-Remous. In addition, there are two services in the south-west of Colonial territory: Peterborough to Lindsay (thrice daily), Peterborough to Port Hope (twice daily). Two other weekend only local services run into the United States: from Prescott to Ogdensburg and from Cornwall to Massena.

#### B. Equipment

The Voyageur Colonial fleet is all General Motors, consisting of 124 vehicles, mainly 38 seaters:

<u>Type</u>	<u>Number</u>	<u>Year</u>
3703	6	1948
4104	18	1956/8/9/60
4106	34	1962/3/4/5
4107	39	1966/7
4903	20	1968
5903	7	1964

The 3703 series were retained due to the increased workload generated by Expo '67; in addition over fifty vehicles were rented by Colonial in 1967, mainly 4104s from Greyhound (U.S.) under an Order in Council permitting reduction in import duties to a nominal





Photo Courtesy of Voyageur Colonial, Inc.

GENERAL MOTORS PD-4903



figure. In recent years the 3703s have mainly worked on the local services e.g. Ottawa to Rockland, while the 4104s operate longer local services e.g. Ottawa to Prescott.

The 4106 and 4107 series are the workhorses of the Colonial fleet, with the 4903 series used mainly on the express and pool services. As well as providing the basic services the older vehicles also operate duplicates on express runs if 4903s are not available.

#### C. History

Colonial was formed in 1928 as an amalgamation of local operators in Eastern Ontario. The route pattern was similar to that of today except that the Ottawa to North Bay run and the shorter (express) route to Toronto were added later. The growth of Colonial thus is due to the development of the potential of the area, and there is no doubt that Colonial's operating area between Montreal, Ottawa and Toronto has been advantageous as these cities have expanded. Pooling and interline facilities have also helped in the growth of traffic. The building of new and improved highways has been responsible for the provision of the express services.

Until July, 1969, Voyageur Colonial was known as Colonial Coach Lines Limited. At that time, Provincial Transport Enterprises, as part of the process of unifying its holdings, changed the names to harmonize with other Provincial subsidiaries such as Voyageur Provincial and Voyageur Quebec.

#### D. Other Considerations

1. Approximately 80% of Colonial's revenues come from inter-





city revenues, but nevertheless the on/off traffic for short distances on the stopping services does much to generate goodwill. Parcel express is about 5% of inter-urban revenues.

2. Considering the competition facing Colonial from air and rail services, the company continues to expand. The buses carry more than both air and rail between Montreal and Ottawa, but air carries more between Ottawa and Toronto (rail carries very few between these two cities). Rail traffic out of Ottawa suffered with the removal of the station from downtown, and Colonial make a point of advertising their downtown facilities. At one time bus could only compete with rail and air services on a basis of fare, but now they compete in speed, comfort and convenience of service too.

3. Contrary to popular belief, more males travel by bus than females in some regions. A recent Colonial survey showed the breakdown to be 55% male, 45% female. No doubt the fast and convenient express service is responsible for this situation, which is not found in most Canadian bus companies.



## CHAPTER VII

### QUEBEC

The inter-city bus industry in Quebec is comprised of a few large companies and a myriad of smaller ones. Operations cluster along the upper reaches of the St. Lawrence, with most activity centering on Montreal and Quebec City. Other well-serviced regions are the Eastern Townships, the Saguenay River Basin, the Clay Belt, and the Laurentian resort area.

#### A. Large Companies

Three daughter companies of Provincial Transport Enterprises, Inc. are the major inter-city bus operators in the province. Voyageur Provincial, Inc. runs services radiating from Montreal and is the sample company selected for Quebec, described at the end of this chapter. Voyageur Abitibi serves Western Quebec, and Voyageur Quebec the south-eastern region; both are extra-provincial regular-route and charter operators.

Voyageur Abitibi, Inc. conducts an inter-urban service north from Montreal to the Clay Belt: to the gold-mining towns of Rouyn-Noranda, Que. (401 miles) and Kirkland Lake, Ont. (456 miles). One through bus and six shorter trips (e.g. Montreal-Rouyn-Noranda; Val-d'Or-Kirkland Lake) are operated daily. At Val-d'Or routes spread out to Chibougamau, Que., Matagami, Que., and North Bay, Ont. One bus per day travels each of the first and second routes, supplemented by trips to Lebel-sur-Quevillon and Amos, while the North Bay service is twice daily, with a linking route from Ville Marie to Belleterre. One bus also runs north from Ottawa to





Grand Remous, but the service is now Ottawa based and operated by Voyageur Colonial.

The headquarters of Voyageur Quebec, Inc. are located in Quebec City and the company runs five major services from the provincial capital. The longest route operated solely by the company stretches over 400 miles east from Quebec City to Perce Rock in the Gaspé Peninsula via Matapedia (one coach daily). A second Perce Rock service runs via Ste. Anne-des-Monts; it is a through bus from Montreal in a pool with Voyageur Provincial and is supplemented by a short run to Ste. Anne-des-Monts. Two short trips from Quebec to Rimouski also operates along Provincial Highways 7 and 2. A second route into New Brunswick is from Quebec City to Edmundston (212 miles) with two daily services. Two through Montreal-Edmundston coaches (Voyageur Provincial pool) augment this service, as do short trips from Montreal to Rivière-du-Loup and from Quebec to La Pocatière. All trips operating out of Montreal into New Brunswick are advertised with connections from the south and west e.g. from New York (Greyhound Lines-East), Toronto (Colonial), Detroit (Eastern Canadian Greyhound and Colonial), while from Edmundston passengers can continue into the Maritimes via SMT Eastern and Acadian Lines.

The third route out of Quebec City is the former Quebec Central Transportation route to Thetford Mines and Sherbrooke, providing these mining cities with a link to the capital and eastern Quebec. The basic service on this route is one trip to Sherbrooke, one to Thetford and three to St. Come, plus short trips and weekend only runs.







Voyageur Quebec also works north from Quebec to Kenogami, serving the collection of aluminium processing towns such as Chicoutimi, Arvida and Jonquière. All four daily trips are extensions from Montreal in a pool service with Voyageur Provincial. Three more buses follow the Saguenay River north-west from Chicoutimi to Alma in the Lac St. Jean region.

Finally, the company offers a summer pool service to Boston with Greyhound Lines-East. This international route is operated in July and August only: 1 through bus runs daily via St. Come, Que. and Jackman, Maine, plus a Fridays only trip to Hampton Beach, Maine.

Serving the Eastern Townships, that area between the St. Lawrence and the international border, is Autobus Drummondville, Ltée.

The company has three nuclei from which routes fan out:

From Montreal to a) Drummondville - 10 buses daily - 3 via the Trans-Canada Highway, 7 local runs. 4 of the local trips continue on to Thetford Mines, with 2 routed via Victoriaville and 2 via Plessisville; in addition, two short trips run from Montreal to Victoriaville.

b) Sherbrooke - 3 trips daily.

c) Coaticook, via Sherbrooke - 3 trips.

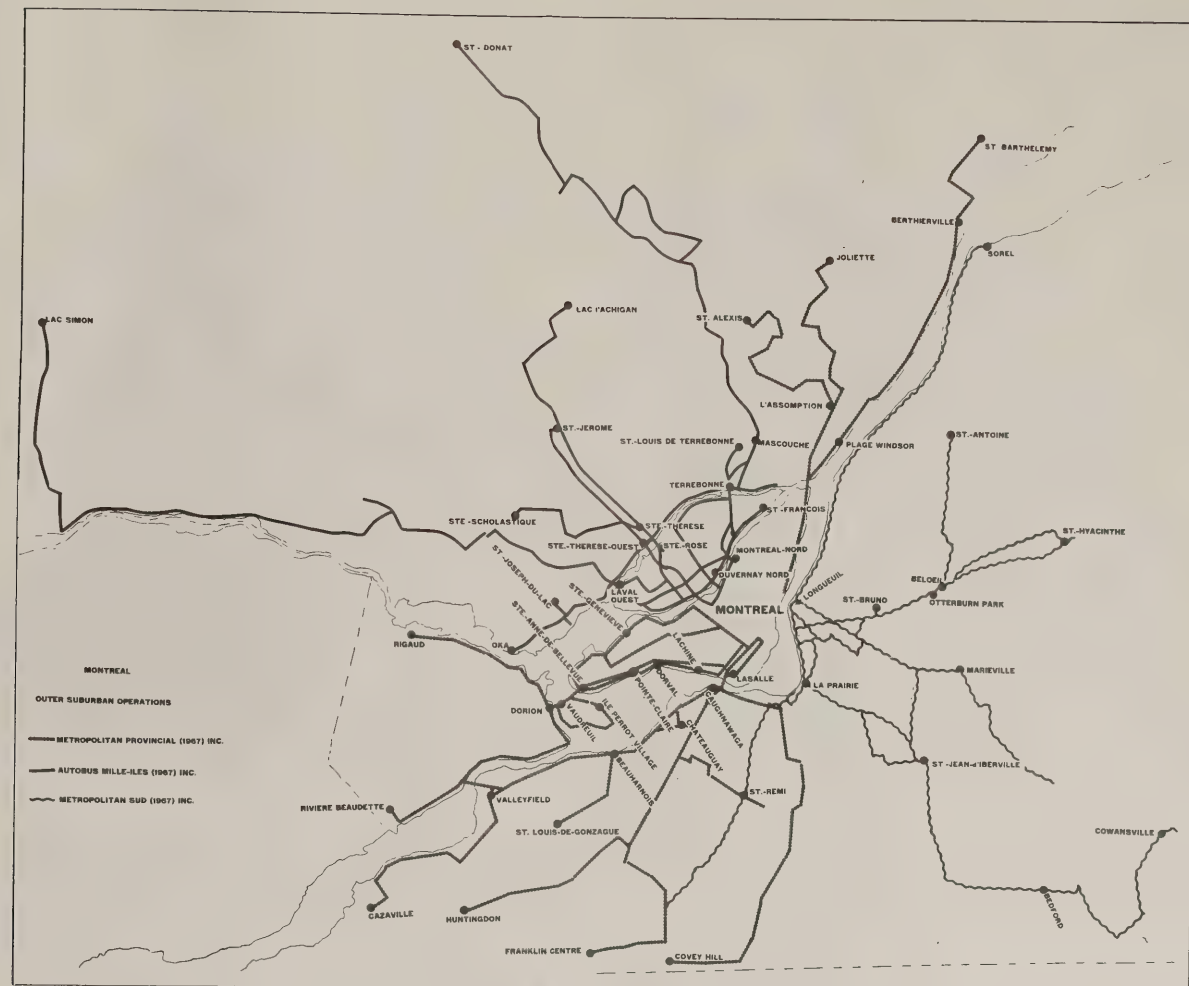
From Drummondville to a) Granby - 3 times a day  
b) Trois Rivières - 3 trips  
c) Quebec - 3 trips  
d) Sorel - weekends only  
e) Nicolet - weekends only.

From Sherbrooke to a) Megantic - once daily  
b) Asbestos - 5 trips daily  
c) Drummondville - 3 trips, plus 4 extra runs to Richmond.

All Autobus Drummondville services are supplemented at weekends.









Other major bus companies in Quebec are outer-suburban operations based in Montreal. Three of them are members of the P.T.E. group: Metropolitan Provincial (1967) Inc., Metropolitan Sud, (1967) Inc. and Autobus Mille Iles (1967), Inc. Together they provide most of the outer suburban service from Canada's largest metropolis, serving every sizeable community within a radius of about 30 miles. Within this scenario, Metropolitan Provincial operates west and south-west from Montreal to:

Plage Windsor	St. Louis-de-Gonzague
St. Barthelemy	Rigard
Berthierville	Ile Perrot Village
St. Alexis	Beauharnois
Joliette	Cazaville
Vaudreuil	Franklin Centre
St. Remi	Covey Hill
Chateauguay	Valleyfield
Ste. Genevieve	Ste. Anne-de-Bellevue
Rivière Beaudette	Huntingdon

The hub of Metropolitan Sud's sphere of operations is the Metro terminus at Longueuil from there routes radiate south and east to:

St. Remi	St. Hyacinthe
La Prairie	Otterburn Park
St. Jean-d'Iberville	St. Antoine
Cowansville	St. Bruno
Marieville	Sorel

Similarly Autobus Mille-Iles services run from the north Metro terminus at Henri Bourassa. Again routes fan out, this time north, north-west and north-east to:

St. Therese Ouest	Mascouche
Terrebonne	St. Francois
St. Francois Jct.	Lac L'Achigan
St. Jerome	Duvernay Nord
St. Donat	Laval Ouest
Lac Simon	Ste. Dorothee
Ste. Therese	Oka
Ste. Scholastique	St. Vincent-de-Paul





### Out-of-Province

All out of province based large carriers operating in Quebec have been described earlier. Greyhound Lines - East runs two regular route services into Quebec: from Lake Placid to Montreal and from Syracuse to Montreal. Greyhound also operates many pool services into Montreal - from New York (with Voyageur Provincial and Vermont Transit) from Boston (Vermont Transit) and Hartford (Vermont Transit). Similar trips to Quebec City operate from New York (with Voyageur Provincial and Vermont Transit) and Boston - summer only (Voyageur Quebec and Vermont Transit). Voyageur Colonial, another member of the P.T.E. group, controls the only other scheduled routes into the province: Ottawa to Montreal, Ottawa to Grand Remous and Toronto/Cornwall to Montreal.

### B. Regional Companies

Two vicinal carriers in Quebec operate extra-provincially: Pontiac Bus Lines and Services D'Autobus Inter-Cité, Inc. Pontiac maintains just one service, a 70 mile, riverside route along the northern banks of the Ottawa River from Fort Coulonge, Que. to Ottawa, Ont.

Inter-Cité provides an additional international link to the U.S. with a route from St. Hyacinthe to Richmond, Vermont. The extra-provincial extension occurs only on Friday and Sundays, but other shorter runs give daily service along the same route in Canada: to St. Pie (once) and to Granby (4 times), to Sweetburg (once), and Sutton (once). Inter-Cité also provides regional services stemming from St. Hyacinthe: to Montreal, 2 buses daily (through coaches from St. Bonaventure); to St. Jean-d'Iberville, 2 trips a day; and to Farnham, weekends only.



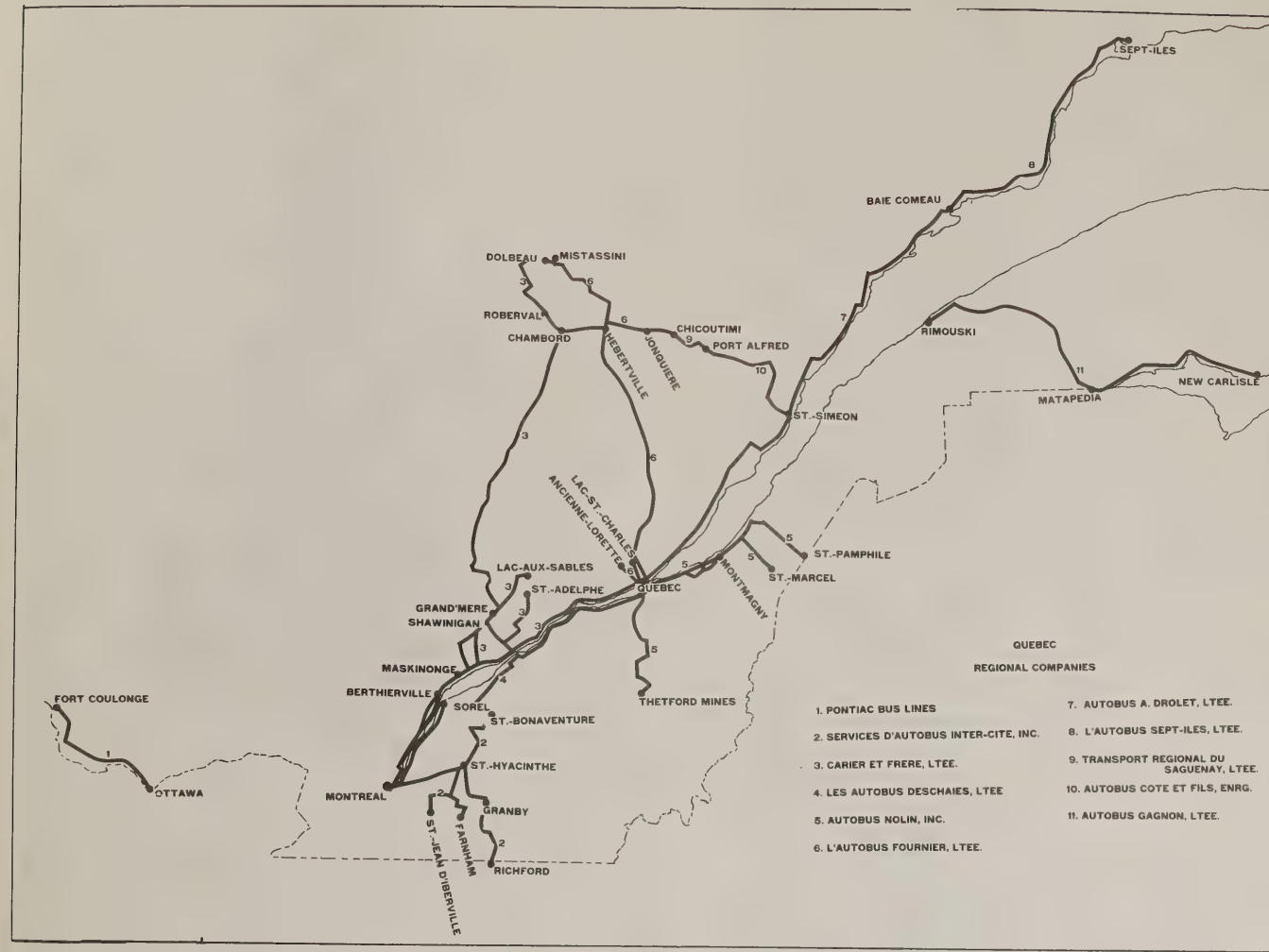
Carrier and Frère, Ltée. conduct exclusively intra-provincial activities in the pulp and paper/metal processing district of Shawinigan Falls. One through coach works from Montreal to Shawinigan, 2 proceed on to LaTuque, and one goes as far as Roberval, giving a direct route north to the Lac St. Jean area and Alma. A link route north from Quebec (served once a day) feeds into this service at Grand'mère. The 10 mile Shawinigan-Grand'mère service via Highway 19 has a local counterpart which runs by way of Ste. Flore: 2 buses a day cover this road. Other limited services provided by the company pivot around Trois Rivières: to Grand-Mère (every hour - 4 trips continuing on to Lac-aux-Sables), to Maskinongé (7 times daily), to La Perade (4 times) and to St. Adelphe (once). Two of the Montreal-Grand'mère runs also extend to Lac-aux-Sables, giving that town 6 services daily.

Les Autobus Deschaies, Ltée. runs 3 buses a day from Montreal to Levis: 2 express via the Trans-Canada Highway and one local. The carriers also operates from Montreal to Deschaillons once daily and from Deschaillons to Trois-Rivières thrice daily.

Autobus Nolin, Inc. carries out its operations in two directions from Quebec. One coach per day runs the 77 miles to the "asbestos city" of Thetford Mines, while 2 buses journey east to St. Pamphile, with short trips to Montmagny (3) and St. Marcel (1); all services have extra runs at weekends.

L'Autobus Fournier, Ltée. supplements Voyageur Quebec in the Lac St. Jean Region. The principal route strings out from Quebec to Hebertville, where it forks, one branch running north to Alma and Dolbeau, the other reaching around the south side of the lake









to Roberval and, again, Dolbeau; thus forming a panhandle pattern of service more characteristic of suburban operations. Fournier extends a second service from Dolbeau to Roberval, Jonqui re and Kenogami. Other ground-runners from Quebec go to Camp Valcartier, to Ancienne-Lorette and to Lac St. Charles, with a half-hour frequency for most routes.

Autobus A. Drolet, Lt e operates north-east from Quebec to Baie Comeau, on Highway 115. Two buses cruise the 250 odd miles daily - the route is a meandering one to follow the uneven outline of the North Shore. Shorter trips operate from Forestville to Baie Comeau. Like Autobus Fournier, Drolet coaches serve in the outer suburban neighbourhood of Quebec: to Champigny and to Saint Ange, (both services operating thrice daily).

L'Autobus Sept-Iles, Lt e picks up Drolet's Baie Comeau service and continues the route another 150 miles to the sparsely-populated district around the iron ore port of Sept-Iles, in the lower St. Lawrence.

From a central core at Chicoutimi, Transport Regional du Saguenay, Inc. buses run out to Port Alfred, K nogami and Jonqui re; on an ordinary weekday, 5 trips operate from Chicoutimi to Port Alfred, 12 to K nogami and 20 to Jonqui re.

Autobus C te et Fils, Enrg. provides another link from this upper Saguenay zone to the St. Lawrence with a run from Chicoutimi to St. Sim on.

Lastly, a Gasp  operator, Autobus Gagnon, cuts across that peninsula to link Rimouski, on the north shore, with New Carlisle.



### C. Local Operators

A profusion of smaller operators' routes are superimposed on those of the major companies.

Some carriers support Voyageur Provincial in the Laurentian area north of Montreal e.g. Transport des Laurentides, Ltée (Montreal to Ste. Sophie), Brandon Transport, Inc. (Montreal to St. Gabriel, Louiseville, St. Charles and St. Damien). Others provide connecting services in the outer rings of the Montreal and Quebec regions. For example, L'Autobus Leduc, Enrg. operates Valleyfield to Huntingdon while Autobus Hamel, Ltée links Quebec City with St. Raymond and Portneuf Station.

Similar small firms in the south include La Cie de Transport Maskoutaine, Inc. (St. Hyacinthe to St. David, St. Hyacinthe to Sainte Rosalie), Hénault Transport, Inc. (Asbestos to Victoriaville) and Autobus Fortin et Poulin, Inc. (Sherbrooke to St. Georges).

Operators like Alma Autobus et Taxi, Inc. and Paul Tremblay serve areas in the north-east too sparsely populated to be of much interest to a larger company. The former works from Alma to St. Jérôme, the latter from Chicoutimi to St. Honoré. A similar example in the Gaspé is Autobus Plourde, Enrg., which serves the Rivière-au-Renaud area.

## PROVINCIAL TRANSPORT ENTERPRISES INC.

### VOYAGEUR PROVINCIAL

Bus and coach operation in the Province of Quebec is dominated by the Provincial Transport Enterprises Inc. group (P.T.E.). Provincial Transport is a holding company controlling three companies





with regular route operations in Quebec and one in Ontario; it also owns two bus terminals, in Montreal and in Quebec City. P.T.E. is a subsidiary of Canada Steamship Lines.

The principal operating company is Voyageur Provincial Inc. with services centering in Montreal. The other three inter-city operations, Voyageur Colonial, Voyageur Abitibi and Voyageur Quebec operate in Ontario, Western Quebec and South-Eastern Quebec respectively. Except in connection with fleets, the following account deals mainly with Voyageur Provincial Inc.

#### A. Services

Voyageur Provincial is the main inter-city carrier in Quebec and in addition operates a series of services to towns and villages in the Laurentian Mountains. Pool services are operated with other members of the P.T.E. group and with Greyhound. Unless otherwise noted, all services described in this account are weekday services and are heavily supplemented at weekends.

##### (i) Inter-City Services

The 'main line' of Voyageur Provincial is the 160 mile run from Montreal to Quebec City via the south shore of the St. Lawrence River (Highway 9). Eighteen express trips run daily in summer, leaving Montreal and Quebec hourly between 6:30 a.m. and 10:30 p.m., taking less than 3 hours for the 170 mile trip. The north shore route to Quebec City is used for stopping services, 5 from Montreal to Quebec City and 3 to Trois Rivières. Express services run at weekends on the north shore to Trois Rivières and Cap de la Madelaine. An escorted trip also runs daily via Trois Rivières.



The Eastern Townships are linked to Montreal and Quebec City by Voyageur Provincial. The most frequent service is from Montreal to Sherbrooke (100 miles), with 15 trips daily: 7 express via the Autoroute, calling at Magog only, and 8 local trips. Three through services link Quebec and Sherbrooke by way of Drummondville, while 2 additional trips follow the more southerly route - Plessisville and Victoriaville. From Montreal, 6 runs daily operate through Farnham and Cowansville to Mansonville. Three of the Quebec-Sherbrooke and 2 of the Montreal-Mansonville trips continue on into the U.S., to Newport, Vermont. Further east another P.T.E. company, Voyageur Quebec, operates an alternative service between Sherbrooke and Quebec via Thetford Mines. All eastern townships inter-city services are supplemented by local services along part of their routes e.g. Quebec to Victoriaville, Montreal to Granby.

A once daily service links Montreal and Ottawa via the north shore of the Ottawa River, linking the many settlements along Highway 8. The service is increased to thrice daily at weekends.

#### (ii) Laurentian Services

The many settlements in the valleys and on the slopes of the Laurentian mountains are served by a series of routes centred on a densely served trunk route from Montreal to Ste. Agathe. The longest service is that which continues along Highway 11 to Mont-Laurier and Ferme-Neuve, running thrice daily. Other trips run to St.-Jovite, Mont-Tremblant and St.-Donat, all north of Ste.-Agathe, while the services to Ste.-Margeurite and Morin Heights diverge en route. In addition to the regular route operations, a series of ski expresses run to the many resorts in the mountains e.g. Mont-Gabriel, Avila, Belle-Neige.





### (iii) Pool Operations

Pool services are operated with other members of the P.T.E. group e.g. Montreal to Kenogami (with Voyageur Quebec), Montreal to Edmundston (also with Voyageur Quebec), Quebec - Toronto (Colonial). The Quebec City to New York service is operated as a three company pool: Voyageur Provincial, Vermont Transit and Greyhound Lines-East, with vehicles provided by the U.S. members of the pool.

### B. Equipment

Until recently all vehicles were controlled as a group fleet and there was some interchange of vehicles between companies. However, under a new corporate structure (see below) this situation has changed so that each company has its own vehicles and is responsible for its own maintenance. At present the group owns 281 vehicles, most of them General Motors - other makes have been considered but the variety of GM highway buses makes them popular with the P.T.E. group. A new inter-city vehicle will generally provide inter-city express services for about eight years.

### C. History

The Provincial group has grown up by gradual acquisition and extension of services e.g. Quebec Central Transportation, (now part of Voyageur Quebec) was purchased from Canadian Pacific in 1965. At one time, Provincial also owned a local service in Sudbury, Ontario but the marginal nature of the operation and its isolation from the rest of the group caused its separation from P.T.E.

In 1961, there was a major re-organization of the Provincial Transport Enterprises on a geographical and functional basis.





In the structure that had evolved, Provincial controlled eight companies in Quebec and one in Ontario. The principal operating company was Voyageur Provincial, which concentrated on inter-city traffic and kept close control on three suburban companies: Autobus Mille Iles (Laval), Metropolitan Sud Inc. (on the south side of the St. Lawrence centred on the Metro terminus at Longueuil) and Metropolitan Provincial Inc. (operating suburban services around Montreal, but beyond the transit limits) and on three regional operations: Quebec Central Transportation, Autobus Lemelin Ltée. (Eastern Quebec) and Saguenay Provincial (Quebec to Saguenay Valley). In all these examples, the president of Voyageur Provincial was also president of the subsidiary, while the two other companies - Colonial and Abitibi Provincial - had their own presidents and reported to P.T.E. The specialization of each company with the group on a particular type of traffic proved a great asset in administration, organization and service to the public. Within a few years, it was possible to pick out the unprofitable elements in the group's business and these were modified accordingly; in some cases they were dropped completely. In other areas it proved possible to stabilize fares.

In 1967, Provincial sold its three suburban operations, Autobus Mille Iles, Metropolitan Sud and Metropolitan Provincial, and now concentrates exclusively on inter-city transportation. Three of the remaining lines, Quebec Central Transportation, Autobus Lemelin and Saguenay Provincial were amalgamated to form Voyageur Quebec Inc. This new company serves the eastern part of the province, with operations continuing into New Brunswick.





Photo Courtesy of Voyageur Colonial, Inc.

GENERAL MOTORS PD-4903





Recently, P.T.E. adopted a new corporate symbol "Voyageur", which can be seen on the GM 4903 in Figure 8. The symbol is designed to give uniform identification to the four subsidiaries so that buses will look alike in all areas covered by the organization. Two of the daughter companies, Colonial Coach Lines and Abitibi Provincial, were also renamed Voyageur Colonial Ltd., and Voyageur Abitibi Inc., respectively.

The breakdown by company fleets is:

Voyageur Provincial	80
Voyageur Quebec	37
Voyageur Abitibi	40
Voyageur Colonial	124

#### D. Environmental Considerations

1. The development of the Trans-Canada Highway has had a great effect on the service from Montreal to Quebec City and the pool services to eastern Quebec as the south shore express services were introduced using the highway. Similarly, use of the Autoroutes in Quebec has provided facilities for express services to Sherbrooke and to the Laurentians.

2. One unusual feature of Voyageur services is the use of two terminals in Montreal: Central and East. Central is also used by other carriers e.g. Eastern Greyhound and Colonial, while the East terminal serves also smaller regional carriers and provides direct interchange with the Metro. Existence of two terminals thus gives Montrealers an advantage not found in other Canadian cities, of being able to use the more convenient of two depots. However, the Central terminal was recently sold to Canadian Pacific and its future is uncertain at the time of writing.

3. Several Voyageur routes still face rail passenger



competition, although in most cases the coach services are faster and more convenient than rail. In addition there is a regular Air Canada service between Montreal and Quebec City. It is on the latter route that Voyageur faces their stiffest competition with three Canadian National trips daily paralleling Voyageur's south shore service, and Canadian Pacific three daily trips on the north shore. In addition Canadian Pacific still runs to Sherbrooke, Mont Laurier and Hull/Ottawa, but the former Quebec Central Railway service was withdrawn in 1967. Canadian National also runs to Sherbrooke via St. Hyacinthe, and Richmond by way of Victoriaville, while the CN Maritime trains provide ferry connection to Quebec City. Some of the other P.T.E. companies also still face rail and air competition.

4. To sum up, the Provincial Transport Enterprises group is one of the largest and most enterprising bus operations in Canada and th next few years should see considerable expansion of services and continuing increase in ridership.



## CHAPTER VIII

### NEW BRUNSWICK

Bus services in New Brunswick are mainly provided by S.M.T. (Eastern) Ltd., a subsidiary of the Irving Organization, operating extra-provincial regular route and charters and intra-provincial services. In addition, other regular routes are operated into the province by carriers from Quebec and the United States. The pattern of bus services in the province is completed by a number of small rural operators and contract services provided in lieu of railway passenger services.

#### Extra-Provincial Carriers

S.M.T. Eastern is a New Brunswick-based company providing bus services within the province and to Quebec, Nova Scotia, Prince Edward Island and United States. The 'main line' of the S.M.T. system is from the International Boundary at St. Stephen, through Saint John and Moncton to Amherst and Cape Tormentine. Through pool services operate from New York (via Greyhound Lines-East) to Prince Edward Island. Connections with Acadian Lines Ltd. at Amherst give service into Nova Scotia. The basic winter service is divided at Saint John and Moncton: from St. Stephen to Saint John (94 miles) there are three trips daily; one is a local run, one is a through bus from New York and Boston, and two additional through buses (from Montreal and from New York) combine and operate as one from Bangor to Saint John, making a third trip. All but the local run are pool services with Greyhound Lines-East. Northward from Saint John there are four trips daily to Moncton (189 miles), two of them running on to Amherst (232 miles) and the





other two connecting with locals from Moncton to Amherst. One through bus from Saint John, an early morning departure, is the through bus to Prince Edward Island. Both through buses from Saint John make connections at Amherst for Halifax.

North-westwards from Saint John runs the second major S.M.T. route - that which roughly follows the Saint John River valley through Fredericton and Woodstock to Edmundston, although between Saint John and Fredericton the more direct Highway 7 (the Broad Road) is used, which is 30 miles shorter than the River Road route. The basic service between Saint John and Edmundston is two trips daily, with additional locals on certain days e.g. from Saint John to Welsford (Tuesday and Thursday). The service to Fredericton is supplemented by two runs daily via the River Road. Connections are made at Edmundston with the Voyageur Quebec route to Quebec and Montreal (see below).

Along the 217 mile east coast route of New Brunswick, S.M.T. operates twice daily from Moncton to Campbellton, supplemented by many local services e.g. Chatham to Newcastle, Dalhousie to Campbellton. The roughly diamond-shaped pattern of main line services is completed by the 130 mile once-daily run (except Sunday and Wednesday) from Campbellton to St. Leonards and Edmundston and is bisected by the last major route - 110 miles from Chatham to Fredericton. Normal service on the latter route is twice daily but on Fridays is supplemented by an express to Saint John, Boston and New York. Apart from these major trunk routes S.M.T. also operates a number of local and commuter services e.g. Fredericton, McAdam and St. Andrews; Sussex, Chipman and Minto.



# NEW BRUNSWICK

— S.M.T. (EASTERN) LTD.

..... SMALL OPERATORS

1. BRUNSWICK COACH LINE

2. FUNDY COACH LINE

3. BLANCHARD COACH LINE

— OUT-OF-PROVINCE CARRIERS

1. VOYAGEUR QUEBEC, INC.

2. BANGOR AROOSTOOK  
RAILROAD CO.

3. GREYHOUND LINES-EAST

4. CANADIAN NATIONAL RAILWAY







All other extra-provincial regular route carriers run for only a few miles into New Brunswick. Voyageur Quebec Inc. from Quebec City to Edmundston (twice daily) and from Quebec City to Campbellton (once daily). Both services are supplemented by local runs (e.g. Rivière-du-Loup to Edmundston) and by through pool trips from Montreal with Voyageur Provincial. Also running into Edmundston is the Bangor and Aroostook Railroad bus service from Bangor to Fort Kent, Maine which simply crosses the river into Edmundston and then returns to the Maine side of the border. Similarly, in the south of New Brunswick Greyhound Lines-East run twice daily into Saint Stephen from Maine. Both trips are through pool services from New York or Montreal.

#### Intra-Provincial Carriers

A number of small intra-provincial carriers fill in the gaps in the S.M.T. route pattern. Three examples are Brunswick Coach Line (once daily Moncton to Rogersville), Fundy Coach Line (daily except Sunday Moncton to Alma) and Blanchard Coach Line (daily except Sunday Newcastle to Tracadie). In addition some taxi companies provide regular services e.g. Matchett Taxi Co. (Newcastle to Loggieville), and the railway companies also operate charter bus services to link the main towns with their main lines e.g. McGivney to Fredericton (CNR), Fredericton to Fredericton Jct. (CPR).

The bus companies in New Brunswick still face considerable competition from railway passenger trains as the trains follow approximately the same routes as the buses e.g. Moncton to Campbellton to Rivière-du-Loup (two trains a day) Moncton to Saint John (two trains a day). There are signs of road/rail co-ordination



in the province e.g. Fredericton Jct. to Fredericton, but there are too many examples of duplicated facilities and railways having charter buses to provide their own road services, when co-operation could provide a better service for the passenger.

Bus companies in New Brunswick are regulated by the Motor Carrier Board under the Motor Carrier Act.



CHAPTER IXPRINCE EDWARD ISLAND

Prince Edward Island is unique in that there is only one bus company on the island (apart from the CNR rail replacement buses): Island Motor Transport Limited. This company is licensed to provide a daily service to all parts of the island and to provide a charter service. Island Motor Transport is a subsidiary of S.M.T. (Eastern), which operates buses in New Brunswick (see p. 90), and in practice Island's services are simply an extension of S.M.T. onto Prince Edward Island. S.M.T. is an extra-provincial company by virtue of its regular route and charter rights but Island, if considered separately, is extra-provincial only by virtue of its charter rights from P.E.I.

Island Motor Transport operates four principal routes radiating from Charlottetown, on which the basic service is once daily. To the west the service to Borden (57 miles) and that to Tignish (106 miles) both run via Summerside, thus providing twice daily service between the two largest towns in the province. A second coach to Borden runs via Bonshaw: this is the through bus to Saint John via the D.O.T. Northumberland Strait Ferry, Amherst and Moncton (S.M.T.). In summer this service is doubled and one bus operates as a limited from New York picking up only passengers from Prince Edward Island, illustrating the importance of tourists in the summer traffic. The inbound bus from Tignish to Charlottetown provides connections at Summerside with the through service to Borden and Saint John.

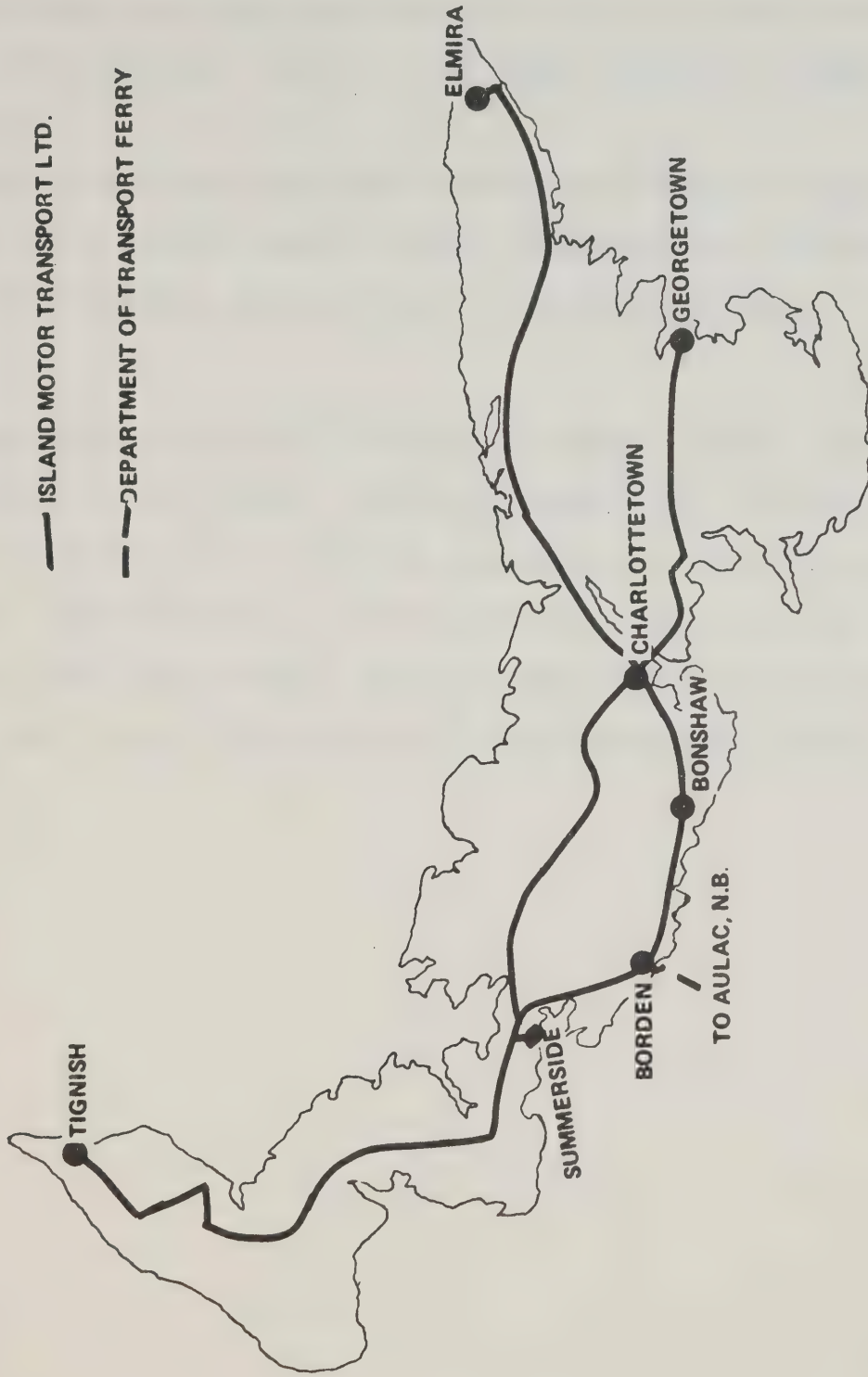




PRINCE EDWARD ISLAND

— ISLAND MOTOR TRANSPORT LTD.

- - DEPARTMENT OF TRANSPORT FERRY





Eastwards from Charlottetown the services are daily except Sunday and run to Elmira (66 miles) and Georgetown (42 miles). In both cases the buses run into the capital in the morning and out in the evening. There is also local service to Murray Harbour.

Canadian National Railways provide only limited competition for I.M.T. on Prince Edward Island, contracting a twice-daily bus service between Amherst, N.S., and Charlottetown.

Regulation of the bus industry in Prince Edward Island is carried out by the Public Utilities Commission, although it will be seen from the above that bus companies do not create much work for the Commission. Out-of-province bus companies bringing charters into the province are not required to be licensed providing they do not pick up or set down passengers on the island.





## CHAPTER X

### NOVA SCOTIA

The peninsular nature of Nova Scotia is reflected in the structure of the bus industry and the nature of the services provided in the province. There is only one link with the rest of Canada - through Amherst - and the province is dominated by intra-provincial carriers. There are no extra-provincial regular route operators in Nova Scotia and only five companies have extra-provincial charter rights. In addition to these five (one of which is an airline limousine service) there are 48 intra-provincial bus carriers; however, many of these are small and the service provided is only local regular-route or charter.

#### Extra-Provincial Operators

The largest operator in Nova Scotia is Acadian Lines Ltd., with services from Halifax to Yarmouth, Amherst and Sydney; Acadian is selected as the sample company in Nova Scotia. MacKenzie Bus Line Ltd. of Bridgewater is another Class I carrier with extra-provincial charter rights out of the province. MacKenzie's regular service is the 246 mile route from Halifax along the south shore to Yarmouth. This is a once daily service via Lunenburg, Bridgewater and Lockeport supplemented by three additional journeys from Halifax to Bridgewater and a Friday evening express to Shelburne, calling only at Bridgewater, Liverpool and Lockeport. A weekday commuter service from Peggy's Cove to Halifax (35 miles) completes MacKenzie's services. His extra-provincial licences are in the name of MacKenzie Tours Ltd.



Airport Transfer Company Ltd., Archibald's Bus Company Ltd., and R. & J. Smith & Transfer Ltd. are licensed for extra-provincial chartered trips only. The first operates out of Halifax, the other two out of Antigonish and Amherst respectively.

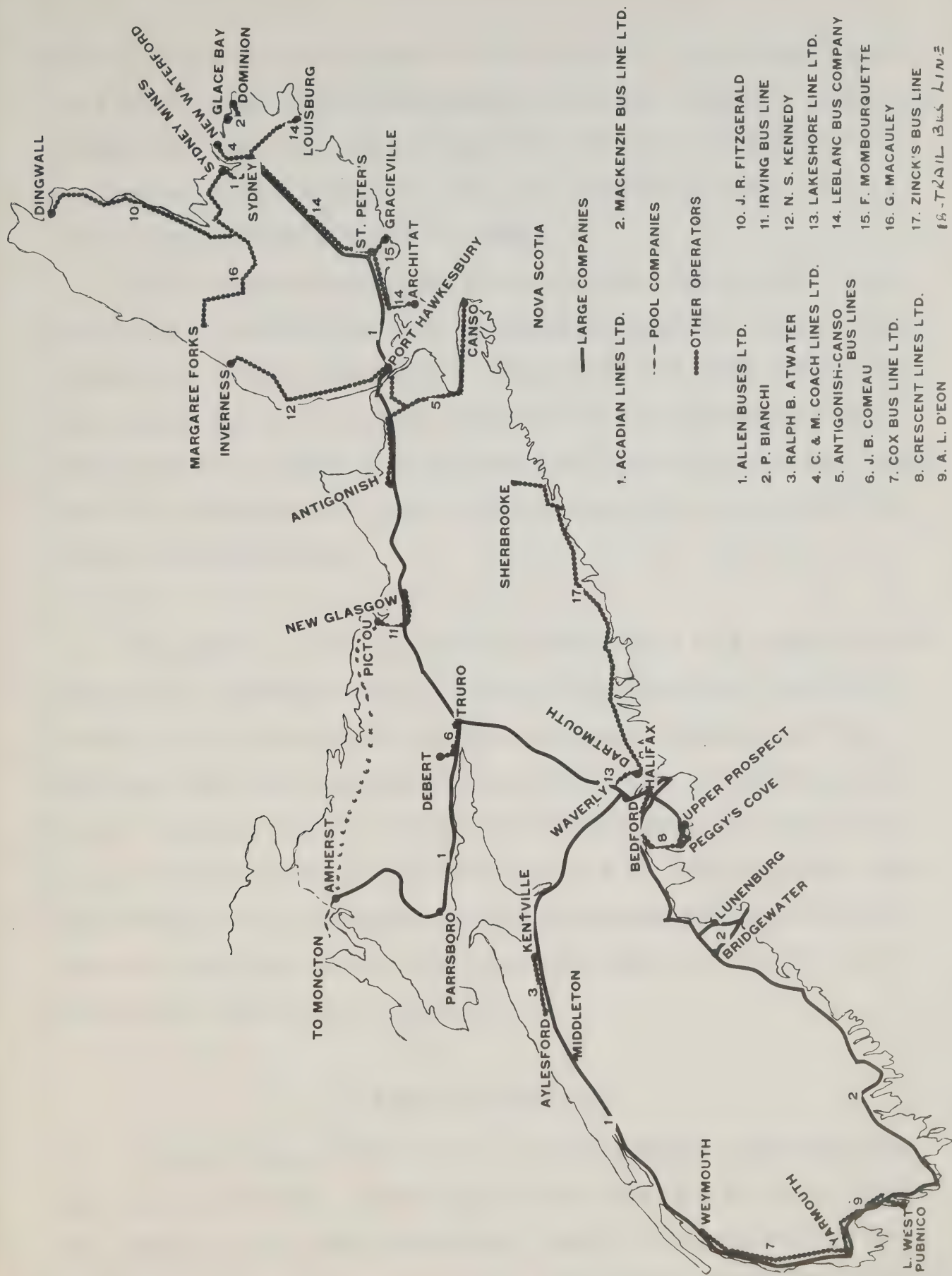
Three firms with headquarters in other provinces are allowed to operate into Nova Scotia on charters: S.M.T. (Eastern), New Brunswick; Quiggs Airport Service, also New Brunswick; and Trailways of Canada, Ontario. S.M.T. is the only out-of-province company operating a regular route into Nova Scotia - four miles from the provincial border at Aulac to Amherst to link with Acadian.

#### Intra-Provincial Operators

The forty-eight operators with only intra-provincial rights are scattered throughout Nova Scotia. Many of them are local services due to the unusual situation (for Canada) which exists in the coalfields where clusters of urban communities of roughly equal size surround one centre. For example, the Pictou-Alma-Westville-New Glasgow-Trenton-Stellarton area is served by Irvings Bus Line (New Glasgow-Pictou-Caribou). Similar services are found on the Cape Breton coalfield e.g. Peter Bianchi (Dominion to Glace Bay to Reserve Mines), John R. Fitzgerald (Sydney to Dingwall). In the Halifax area a number of operators run commuter services which operate in addition to Acadian and MacKenzie e.g. DTS Bus Ltd. in Dartmouth area and Lakeshore Line Ltd. from Waverley to Dartmouth.

The bus route network in Nova Scotia is completed by a number of small operators linking rural areas with the towns. For example, Trail Bus Lines run daily except Wednesday from New Glasgow to









Amherst along the north shore of Nova Scotia (the Sunrise Trail) via Pictou, River John, Tatamagouche, Wallace, Pugwash, Oxford and Springhill. The operation of this 109 mile run illustrates one problem facing the owners of such rural services, that a bus is too big but a station wagon too small.

In the north-east of the province there are several feeder services to Acadian Lines e.g. Antigonish-Canso Bus Lines linking communities on the south side of Chedabucto Bay with Antigonish; N.S. Kennedy Bus Service from Inverness to Port Hawkesbury and, running up the eastern side of Bras d'Or Lake, Le Blanc Bus Company Limited. Further south Zinck's Bus Company Ltd. runs east from Halifax to Sherbrooke.

Regulation of bus companies in Nova Scotia is carried out by the Board of Commissioners of Public Utilities under the Motor Carrier Act. The Board points out that under Regulation 104 passenger vehicles from another province of Canada or from the U.S.A. carrying a party of tourists making tours of Nova Scotia under contracts made outside the province are wholly exempt from the provisions of the Motor Carrier Act provided all passengers brought into the province are taken out again i.e. there is no pick-up or set-down in Nova Scotia.

#### ACADIAN LINES LTD.

Acadian Lines Limited is a private company operating from Halifax, Nova Scotia and is the largest operator in the province. The company is an intra-provincial regular route operation, but has extra-provincial charter rights and at times consideration



has been given to running charters into the United States.

#### A. Services

The operations can be divided into three: highway services, suburban services and sightseeing.

##### (i) Highway Services

The "main line" of the company is the 272 mile Halifax to Sydney run. The basic frequency of two through services daily and a Halifax to New Glasgow short trip is supplemented in summer (late June to Labour Day) by two extra short trips to Truro and New Glasgow; in addition one of the through runs becomes a limited stop, cutting about 30 minutes from the schedule. The route follows the main highways (2 and 6) as far as Alma, then goes via Highway 4 to Auld Cove and to Cape Breton Island, where it runs along the south side of Bras d'Or Lake to Sydney.

The service to Amherst follows the Sydney route as far as Truro. There are two alternative routes between Truro and Amherst, the longer is via the shore of the Minas Basin as far as Parrsboro, then northwards through Springhill to Amherst. A faster Halifax-Amherst trip runs via the more direct route through Oxford. The basic service of a daily run on each route is supplemented by a Fridays only trip from Truro to Parrsboro (unbalanced) and, as on the Sydney run, one bus becomes a 'limited' in summer. Connections are made at Amherst with services to Saint John and thence to Montreal, Boston and New York.

The third main route is the 222 mile run via the Annapolis Valley from Halifax to Yarmouth. The year round daily schedule consists of two Halifax-Yarmouth and one Halifax-Middleton services.

All the highway services are daytime runs i.e. nothing on the road between midnight and 6 a.m. Normally there is one morning and one afternoon departure on each run.





(ii) Suburban Services

Five suburban services run to points around Halifax:

- a) Bedford (north): approximately hourly. Extended irregularly to Middle Sackville. This service supplements the highway services.
- b) Herring Cove (south): hourly. Two trips extended to South Spryfield.
- c) Leibling Park (west): five trips daily.
- d) Purcell's Cove (south): seven trips daily.
- e) Fairview (local north): seven trips daily.

Most of these buses use the main Acadian terminal, but all Bedford and Herring Cove buses run to downtown Halifax, as do the commuter runs on the other three services.

(iii) Sightseeing

The Gray Line sightseeing tours of Halifax are operated by Acadian Lines during the summer season. In addition, a number of independent tours are suggested which make use of Acadian Lines' and other operators' services for sightseeing in Nova Scotia.

B. Equipment

The total Acadian Lines fleet consists of 33 vehicles, 16 Flxibles and 17 General Motors. The 16 Flxibles are all old and replacement will probably see an all GM fleet in a few years time; generally the addition of one new GM permits the withdrawal of two Flxibles which are cannibalized.

The GM fleet is made up of:

- (i) 2 - 4517
- (ii) 3 - 4104



(iii) 2 - 4502 (converted for highway use)

(iv) 10 - 4107

### C. History

The present company is a combination of three former operations:

- |   |                            |
|---|----------------------------|
| (i) Acadian Lines Ltd.:                                   | Halifax-Yarmouth           |
| (ii) Acadian Lines (Division of<br>United Service Corp.): | Halifax-Sydney/Amherst     |
| (iii) Fleet Lines Ltd.:                                   | Halifax suburban services. |

In addition a suburban service in the Sydney area (Highland Lines) was once part of Acadian Lines, but this operation was disposed of in 1962.

### D. Environment Considerations

The construction of new highways has influenced operation as between Truro and New Glasgow where there is little population and use of the highway permits faster schedules. However, where the old road passes through a string of nucleated settlements, it will be used in preference to the newer by-pass road e.g. between Halifax and Truro. At busy times, when duplication of departures occurs, one bus is an express running via the highway and the other a local connecting the villages. Also, in winter the highway is salted first and thus thereby is forced to use it if the schedule is to be maintained.

Problems confronting the company include the 22,000 lb. reconstruction during the spring thaw period on many roads which limits the number of passengers that can be carried: fortunately loadings in spring are light anyway. Rail competition is heavy in northern



Nova Scotia, where the railway has the advantage of a direct service to Montreal, however, there has been a rise in bus passengers in 1965/66 and 67/68 in this area. Fares on this route are competitive, particularly in the winter when CN's Red and White fares are in effect. On the other hand, Acadian Lines have a decided advantage on the Annapolis Valley route where the buses carry more passengers than the Dominion Atlantic Railway dayliners which roughly parallel the bus service between Halifax and Yarmouth. It may be that in the future Acadian Lines might provide the public passenger link to the Digby-St. John ferry instead of the D.A.R. as at present.

Operating as it does in Nova Scotia, Acadian Lines main 'enemy' may well be the fortunes of the economy of the region. As it is, there are several 'empty' stretches of road on the Sydney and Yarmouth runs which are only sparsely populated. Nevertheless, the picture of the company at present is a thriving one; the Gray Line sightseeing is increasing, as are tours from central Canada and the United States to Nova Scotia. The 1966 rail strike provided a bonus in that many passengers switched of necessity to bus transport and some of them stayed.

The terminal in Halifax is a new one (opened in 1963) housing the executive offices and the main garage as well as the terminal facilities. Two unusual features of the building are the canopy protection provided for unloading cars and taxis in a recessed "off-street" lay-by and the location of the terminal away from downtown. The latter would be regarded by some as a disadvantage, and certainly it requires special terminal arrangements for the





suburban services, but it is felt that its location in the geographic centre of the city is more useful than a downtown location in that it is related to the bus-user population of the city.



## CHAPTER XI

### NEWFOUNDLAND

All the bus services of Newfoundland are intra-provincial - there are no extra-provincial operating licenses granted by the Board of Commissioners of Public Utilities to date. Services are provided by eleven franchised companies supplemented by other companies and outer suburban transit services.

#### Franchised Companies

The largest company operating in Newfoundland is Canadian National, which conducts a trans-island service from St. John's to Port-aux-Basques. This is a rail replacement service and has been in operation since December 1968. Until that date, there was no trans-province bus service for although much of the settled area of the island was served by bus companies, the route network was a patchwork of small operators' services. In fact, the commercial bus and taxi services along the Trans-Canada Highway left some areas without public road transport e.g. from Port-aux-Basques to near Stephenville Crossing (about 10 miles), Baie Verte Junction to Springdale Junction (21 miles).

Thus the only cross-island surface public transport was provided by the thrice weekly C.N.R. 'Caribou' train between Port-aux-Basques and St. John's, which took 21 1/2 hours for the 548 mile journey. In 1967 C.N. applied to the Canadian Transport Commission to withdraw this passenger service and run a replacement road service along the Trans-Canada Highway. Experiments had taken place with the highway buses and there was no doubt that a bus





service could provide faster and more frequent service than the train. The C.T.C. gave permission for the withdrawal and the Board of Commissioners of Public Utilities in Newfoundland approved the new bus service. Buses were set up to run in conjunction with the railway until the latter could be withdrawn. The last train was discontinued in July 1969, and, at the present time, the daily C.N. bus service consists of one express (the 'Expedo') supplemented by a second in summer, one local run and four short trips: St. John's-Gander, Gander-Port-aux-Basques, St. John's-Corner Brook, Corner Brook-Port-aux-Basques.

All other operators are small and provide regional services. In eastern Newfoundland all bus services are focussed on St. John's. To the south of the city Southern Bus Lines Ltd. runs three times daily to Tors Cove (24 miles). While to the west, a regular interval outer suburban service is operated by United Bus Company from the city to Seal Cove - approximately every half-hour throughout the day. Three operators link the area immediately west of Conception Bay with St. John's. Fleetline Buses Limited run five trips daily to Carbonear (65 miles), Reid's Bus Service is once daily to Makinsons, Whitbourne and Heart's Delight (79 miles) and Squire's Bus Line services the smaller communities at the northern tip of the peninsula with two routes from Sibley's Cove to St. John's, one via Heart's Content and Carbonear, the other via Old Perlican.

There is only one bus operator in central Newfoundland: Red Wing Bus Line runs four times daily from Botwood through Bishop's Falls to Grand Falls (23 miles).



# NEWFOUNDLAND

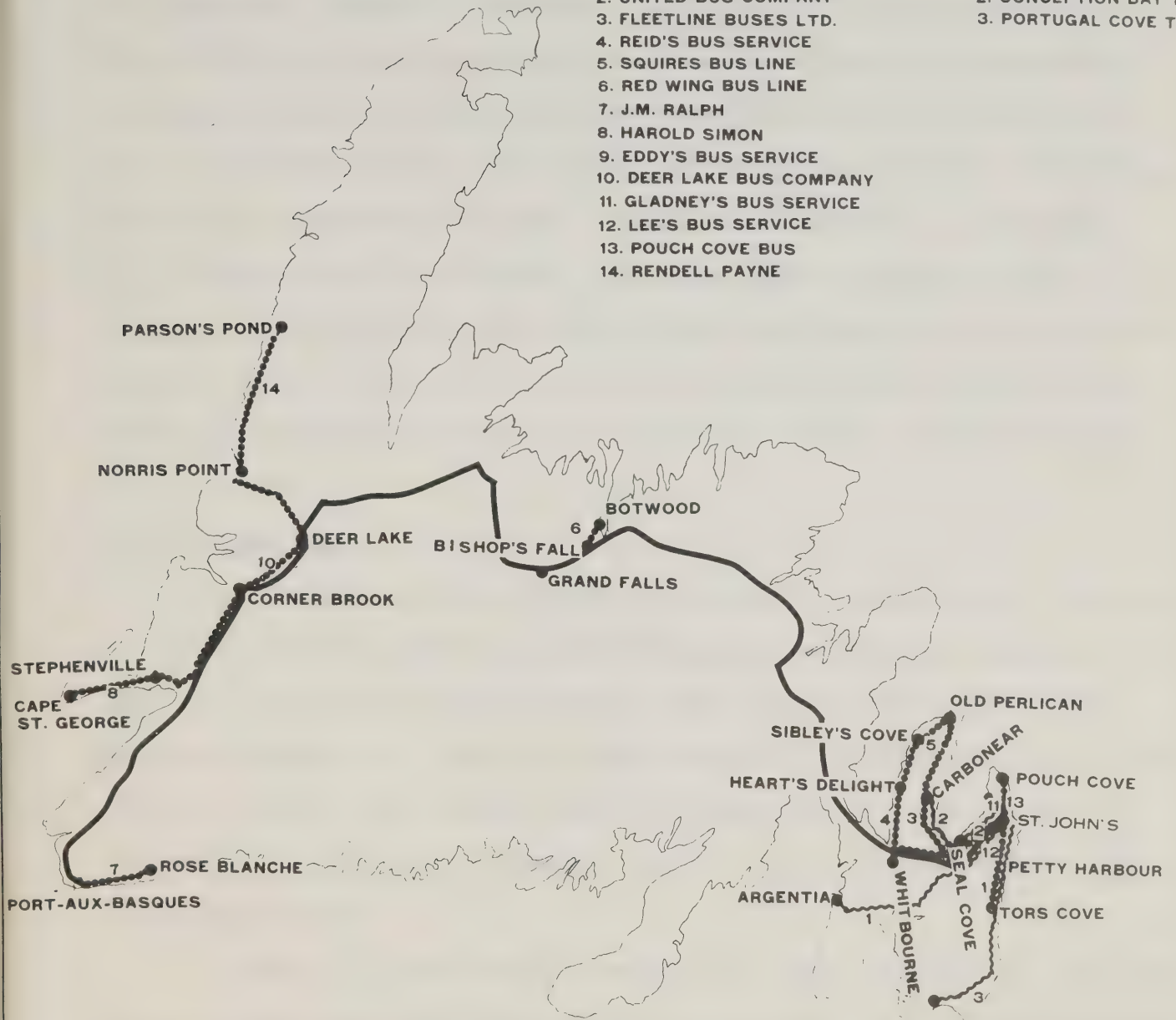
— CANADIAN NATIONAL BUSES

..... OTHER OPERATORS

~~~~~ TAXI COMPANIES

1. SOUTHERN BUS LINES LTD.
2. UNITED BUS COMPANY
3. FLEETLINE BUSES LTD.
4. REID'S BUS SERVICE
5. SQUIRES BUS LINE
6. RED WING BUS LINE
7. J.M. RALPH
8. HAROLD SIMON
9. EDDY'S BUS SERVICE
10. DEER LAKE BUS COMPANY
11. GLADNEY'S BUS SERVICE
12. LEE'S BUS SERVICE
13. POUCH COVE BUS
14. RENDELL PAYNE

1. OUT-OF-TOWN TAXI
2. CONCEPTION BAY TAXI
3. PORTUGAL COVE TAXI





The towns of western Newfoundland from Woody Point to Cape St. George are linked by a series of local routes and the pattern of franchised services is completed by the 28 mile route eastward from Port-aux-Basques to Rose Blanche (J. M. Ralph: 3 buses daily). The southern 'limb' of the west coast routes is provided by Harold Simon's thrice daily service from Cape St. George to Stephenville (38 miles) where the link is made with Eddy's Bus Service which runs four times daily from Stephenville to Corner Brook (60 miles). The route northward along the Trans-Canada Highway is continued by the Deer Lake Bus Company - the good service of six trips a day in each direction from Corner Brook to Deer Lake (30 miles) is partly explained by the fact that the Corner Brook airport is at Deer Lake and thus provides an additional traffic source between the two towns.

#### Other Operators

In addition to the franchised operators noted above, there are a number of other operators providing bus services of one sort and another. These vary considerably, from the outer suburban bus services around St. John's to the expensive taxi-cum-bus operations from St. John's into central Newfoundland and the "daily, unscheduled bus service of Rendell Payne" on the north-western shore of Newfoundland.

In the St. John's area a number of local bus routes serve the areas in the immediate hinterland of St. John's e.g. Gladney's Bus Service, four times daily to Portugal Cove (nine miles), Lee's Bus Service once daily to Petty Harbour (ten miles), and Pouch Cove Bus twice daily to Pouch Cove (14 miles). The only other example of a





true bus service in Newfoundland links the Norris Point to Parsons Pond route of Rendell Payne which operates daily.

Several taxi firms also operate higher cost 'bus' services to several points in the island and in some areas this is the only form of public transport available e.g. from St. John's to Placentia and Argentia (Out of Town Taxi, once daily). In other areas the service is run in competition with the franchised bus operator e.g. St. John's to Carbonear (Conception Bay Taxis) costs \$2.50 compared to Fleetline's \$1.25. Other examples of such services in south-east Newfoundland are St. John's to Ferryland, Trepassy and Renewa (Out of Town Taxi) and St. John's to Portugal Cove (Portugal Cove Taxi).

#### Regulation

Motor carriers for passengers in the Province of Newfoundland are issued intra-provincial certificates of Public Convenience and Necessity under the Motor Carrier Act by the Board of Commissioners of Public Utilities. No extra-provincial or charter rights are granted to any of the carriers.



CHAPTER XIIREGULATION OF THE BUS INDUSTRY  
AND THE ROLE OF THE MOTOR COACH ASSOCIATIONS

In Canada, extra-provincial licences for bus operators are at present granted under the federal Motor Vehicle Transport Act<sup>1</sup>; while intra-provincial franchises and certificates are issued under provincial statutes and regulations. At the time of writing, there is a possibility that the National Transportation Act<sup>2</sup> will be used to regulate extra-provincial carriers, along with or in place of the Motor Vehicle Transport Act.

In all provinces, prospective carriers are first required to show public convenience and necessity, at a public hearing if necessary. If the Motor Carrier Board (or Public Utilities Commission or similar body) agrees that a service is required, the Board or an associated agency then issues an operating licence, including franchise and plates. Charges for operating certificates are nominal, the province receiving its revenue through vehicle registration. Annual fees are usually based on gross vehicle weight e.g. for 4,000 pounds Alberta charges \$15.00 while Quebec exacts \$61.00. At 36,000 pounds the figure ranges from \$35.00 (Alberta) to \$416.00 (New Brunswick). Three provinces also have the authority to collect mileage taxes : Alberta, Ontario and Quebec.

Almost all provinces have the power to regulate insurance - public liability, property and passenger - with the exceptions being Newfoundland, where no such rules are enforced and

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<sup>1</sup> S.C., Ch. 59, 1954

<sup>2</sup> S.C., Ch. 69, 1967





Saskatchewan, where only passenger insurance is regulated.

Within the realm of operations, areas served by the carrier, routes, time schedules and passenger capacity are controlled in all provinces and most regions place restrictions on the nature of goods transported by package express. All provinces require passenger fares to be filed and regulated. In addition, Manitoba, Saskatchewan, Alberta and British Columbia place limits on the location of bus depots.

All provinces except Newfoundland and New Brunswick require bus drivers to have certain qualifications. Some provinces e.g. Quebec, Manitoba also set out wage standards for all companies.

Provincial regulatory boards are also concerned with the accounting record of the various carriers. There is usually a prescribed method of accounting (although it varies from province to province) and an annual report to be submitted, while the Board usually has the power to inspect the company's books.

Charter carriers are regulated a little differently from franchised operators. In Nova Scotia, there is a flat licence fee of \$10.00, while in Prince Edward Island, Manitoba and British Columbia, the amount charge varies with vehicle seating capacity. Ontario and Alberta charge mileage taxes: for a hard surfaced highway, Ontario charges 3 cents per 100 seat miles and Alberta, 1/15 cent per seat mile.

Another cost to the industry is the tax on fuel consumed by motor vehicles. However, in return the buses have free use of the highway. Gasoline tax ranges from 11 cents per gallon in the Northwest Territories to 25 cents per gallon in Newfoundland,



diesel tax from 8 cents in the Northwest Territories to 25 cents in Newfoundland.

Should Part III of the National Transportation Act be proclaimed and direct federal regulation become a reality, operating licenses will be granted by the Canadian Transport Commission. Thus most provincial revenue sources will be unaffected; but the work of the provincial regulatory agencies will be reduced to some extent.

In conclusion, it should be noted that the bus industry is a minor part of the work of the road transport regulatory bodies, an average accounting for about 10% of their work (on a basis of licences issued, number of hearings, etc.). In addition the regional nature of the industry, small number of takeovers, and the lack of major problems, make the industry much simpler to regulate than other branches of the road transport industry.

#### The Motor Coach Associations

At the present time there are four professional associations for motor coach operations in Canada, a national body and three regional ones.

The Canadian Motor Coach Association is the national body representing the major operators in the country. Its membership and executive is comprised of senior personnel from the larger concerns: for example the 1969 governing body is headed by President F. L. Mogen, of Greyhound Lines of Canada; Vice-President is R. J. Musgrove of Gray Coach Lines. Gray Coach Lines



provides the office facilities and H. R. Smythe acts as Secretary-Treasurer of the Association. One general meeting is held annually to give the members an opportunity to meet, discuss topics of national interest and listen to industry and outside speakers, and hold panel sessions on major issues.

Association officials see several changes as necessary in the bus business today. Most of these thoughts were reflected in Mr. Anton's comments quoted elsewhere in this paper. For example, the attitude of the public needs to be changed by new services, greater comfort and convenience, and parallel marketing; the industry has to be seen to be separate from the school bus industry. Members also recognise that new developments in equipment will continue to evolve, and state that buses must ultimately increase in length and width (to at least 45 feet by nine feet) to carry more people in increased comfort for the same manpower. In the realm of carrier regulation, the Association, almost all of whose members are extra-provincial carriers, favours central control by the Canadian Transport Commission, isolated from regional influences.

The regional bus associations complement the work of the Canadian Association: the Western Canada Motor Coach Association, the Ontario Motor Coach Association and the Quebec Motor Coach Association. Whereas the large carriers dominate the CMCA, the regional associations provide a forum in which the smaller carriers play a vital role. For example the 1969 President of the Ontario Association is R. E. Greer of Greer Transportation





Ltd.; Mr. Greer's company operates services in the Barrie-Camp Borden area of Central Ontario. Some Canadian operators also belong to American bus associations and organizations e.g. the National Association of Motor Bus Owners and the National Bus Traffic Association.

Although there is no permanent staff organization of the Bus Associations, as are found among some larger national representative bodies, the role of the Bus Associations is an important one. As well as providing a voice through which the industry can make its views known to governments, the Associations indirectly perform a useful service to the public in providing for uniformity of practices, rates and so on. The social interchange between member companies reflects the friendly and helpful attitude of the bus driver and ticket clerk to the public. The co-operation given to the authors of the paper by the Associations and their member companies played a big part in formulation of this paper.



CHAPTER XIIITHE FUTURE OF THE BUS INDUSTRY

Looking ahead into the next few decades, all signs point to a successful future for the inter-city bus business. But rather than giving our view of the future, this chapter is given over to a member of the bus industry who is well qualified to speak on and for the industry. The chapter consists of an excerpt from a speech made by Mr. D. P. Anton, Superintendent of Gray Coach Lines Ltd., at the Canadian Transportation Research Forum held in Vancouver in May, 1968.

The enormous range of services provided across Canada illustrates Anton's thesis that:

No other public passenger carrying mode is more flexible in its ability to meet public demand than is the inter-city passenger bus industry.

This flexibility is attributable to a number of factors: unlike the railways which have a huge capital investment in their rights of way, inter-city passenger buses have available to them a vast network of highways constructed by government and reaching almost every conceivable point at which a demand for transportation might arise.

Buses are thus able to pick-up and discharge passengers not only at centers of population, but also on almost any point of the route travelled, except in the case of controlled access highways where pick-ups and discharges are restricted. For use of these highways the industry annually pays 12 to 14 percent of its revenue in taxes and user charges.





In addition to ready made rights of way, buses have comparatively low fixed costs, and the lowest break even point of all public passenger carrying modes. A fully equipped inter-city bus costs approximately \$60,000 today. This amount varies depending on seating capacity of the vehicle and its manufacturer. Flexibility, together with cost advantages enables the industry to provide economical transportation to the rural travelling public not matched by any other public carrier of passengers. To illustrate, one may note the promptness with which bus service takes up the slack in areas where railways find it necessary to discontinue passenger train service.<sup>1</sup> Travel by inter-city passenger bus resembles more closely than any other the service rendered by private automobile. This similarity, in fact, has been one of the primary factors in its development and, as a generalization, has led to a focusing of advertising and market research on the automobile traveller rather than on the railway or airline traveller.

As to the future: the industry is looking forward to a reshaping of the regulatory and competitive transportation environment through the National Transportation Act which introduces into this environment a new set of legislative and policy conditions. Greater reliance is to be placed on competition, rather than on regulation to achieve the official national policy goal for transportation.

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<sup>1</sup> Indeed it can be argued that wherever bus service exists, no subsidies should be paid by governments to sustain uneconomic rail passenger services. If a bus service exists it is difficult to see how a train service can be considered to be a social necessity.



What is the industry doing to increase, or at least preserve its portion of the inter-city public transportation market? Recent statistics indicate that growth in the private automobile's share appears finally to have ended. Nevertheless, nine out of every ten travellers prefer that the driving be left to them. Travel by automobile often has advantages of comfort, convenience, flexibility and privacy which even the inter-city bus cannot match. Then, too, the still prevalent notion that inter-city bus riding is for those who cannot afford higher cost travel frightens away those who can afford to choose,<sup>2</sup> but still fails to attract budget-conscious travellers who find it cheaper to fill up an automobile.

I have no easy answer to the problem of winning a part of the vast, but elusive market of motorists. Persuasion could attract a few, but only a few. Better equipment, or attractive terminals, novel pricing and more seriously pursuing the concept of intermodal transportation might help. Increasing traffic congestion may overcome a few of the less hardy drivers. Perhaps the only way to lure large numbers of drivers to any other form of inter-city travel is a much faster ground transportation system.<sup>3</sup> In any case no kind of high speed ground transportation can serve directly more than a limited number of points. This

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<sup>2</sup> It is hoped that the findings of the Canadian Transport Commission's Windsor-Quebec study will throw some light on the curious phenomenon of persons who prefer to ride the train where faster and far more convenient bus service exists.

<sup>3</sup> Although this in turn may be rendered prematurely redundant by VTOL/STOL air services.





deficiency in service, I believe, can only be filled by the versatile inter-city passenger bus industry. To those who view high speed ground transportation system as a threat to existing bus operations, I say they should be considered as providing an opportunity to gain new revenues by demonstrating the adaptability of the industry to changing conditions.

Assuming the inter-city passenger bus industry will not be successful in winning any great number of motorists from their vehicles, what then is its future? To obtain an answer, one must examine some of the factors in our economy pointing to future expansion. After rapidly rising during World War II and shortly thereafter, inter-city bus travel showed a steady decline until 1965 when a modest upward trend began. At the present time, however, the total market for inter-city transportation is being influenced by economic and social changes which could bring about a doubling of the total potential demand for it as early as the next decade, and an opportunity for bus travel to secure an increased share of this expanding market.

Current worries about international peace, inflation, foreign ownership of our resources, and our continued existence as a nation should not dim our recognition of the basic underlying economic pressures for expansion, of the social trends which point to a surge upward in our standard of living - with corresponding increases in markets for goods and services, especially travel. Six of these factors, in particular, point to opportunities for future growth of inter-city transportation, and to the share of this total that bus transportation might gain.





1. The accelerated economic growth rate in store for Canada over the next thirty-odd years will provide more jobs and greater total expenditures for personal consumption of goods and services than for any comparable period in the past.
2. The continuing upward movement in family income and discretionary spending power will increasingly expand the demand for travel and recreation.
3. Large increases in the number of students enrolled in high schools and universities. Today, these groups are good users of inter-city bus transportation, and as they become adults both now and in the future, an increasing percentage can be expected to continue using bus transportation on a regular basis.<sup>4</sup>
4. Particularly significant to bus travel is the growth in population and the changing age distribution, especially the increases in the young and old.
5. The increasingly high mobility of our population, the substantial regional shifts taking place, as well as the movement to cities supplies a basic incentive for expanding inter-city transportation.

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<sup>4</sup> However, it should be noted that the school bus industry, with its tight and poor quality seating, lack of air conditioning and general "passenger truck" image works against the inter-city bus industry. After up to ten years of riding school buses, it is hardly surprising that the young man cannot wait to get his own automobile and leave the bus as a relic of his childhood.



6. Increased advertising and public relations efforts to upgrade our living standards and our use of discretionary spending power and leisure time, in better recognition, particularly by the inter-city bus industry, of the important roles these efforts play in shaping demand.

To these factors I add my assumptions that the regulatory climate will remain favourable, that more and better highways will continue to be built thereby reducing running times and perhaps permitting operation of larger, safer and more comfortable buses, and finally, that future management will continue to demonstrate the faith in highway travel showed by their predecessors.

Should these assumptions turn out to be correct, and I have no reason to believe otherwise, I am confident the inter-city bus industry will be found capable of meeting the challenges of the future, and indeed, eager to do so.









